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THE 1925

ROTARIAN

The Magazine of

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June 1925

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CLEVELAND—MECCA OF ROTARIANS—JUNE 15 TO 19

CALLING NAMES

By James Brown Scott

ELAM FLOCK

By Joseph Lister Rutledge

GASOLINE ALLEY

By Arthur Melville

The Convention Program—Special Cleveland Section



"Next to myself I like 'B.V. D.' best"

We Want You to be Properly Fitted!

FOR the maximum of union suit comfort, be correctly measured for "B.V. D."

"B. V. D." Union Suits come in "regular," "stout," "long," "long-stout," "short-stout" and "youths" sizes—over sixty in all.

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Your dealer, measuring you, "the 'B.V. D.' way," for "B.V. D.," should be able to give you such complete comfort as cannot otherwise be attained.

If you or the retailer are in any doubt as to your size, write The B. V. D. Service Bureau, 350 Broadway, New York City, giving your waist, chest, and trunk measurements, and your problem will receive immediate attention.

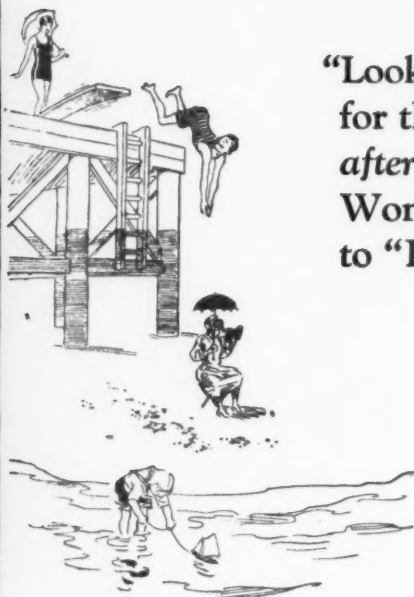
"B.V.D."
Union Suit
(Patented Features)
Men's \$1.50 the suit
Youths' 85c

"B.V.D."
Shirts and Drawers
85c the garment
Men's "B.V.D." Under-
wear in fancy materials at
various prices

The B. V. D. Company, Inc., New York

Sole Makers of "B. V. D." Underwear

Look before you leap!



**"Looking
for the Label"
after You're Sorry
Won't Change it
to "B.V. D."!"**

THE red woven "B. V. D." label identifies the underwear of "Famous Fit," "Long Wear," and "Cool Comfort" which never has been successfully imitated. There are reasons:

The very yarn of which "B. V. D." nainsook is woven is spun from selected cotton upon our own spindles. The cool, super-durable fabric is created in our own mills, treated by special processes in our own bleachery, and used in no underwear other than "B.V. D."

In "B. V. D." Union Suits, the celebrated "B.V. D." closed crotch is patented. So are the construction at the shoulder and the reinforcement at the back of the encircling waistband. Tapered, ever elastic, knitted inserts at shoulder and waist make the "B. V. D." Union Suit exceptionally responsive to the wearer's slightest movement.

In all "B.V. D." garments, the carefully shaped lines, the noticeable drape, the perfect proportions, and the finished tailoring, stand out, with their unvarying quality, as the product of extraordinary facilities and highly specialized methods used by us alone.

For the many years of unparalleled demand for "B. V. D." have enabled The B. V. D. Company, Inc., to put otherwise unattainable values into its product.

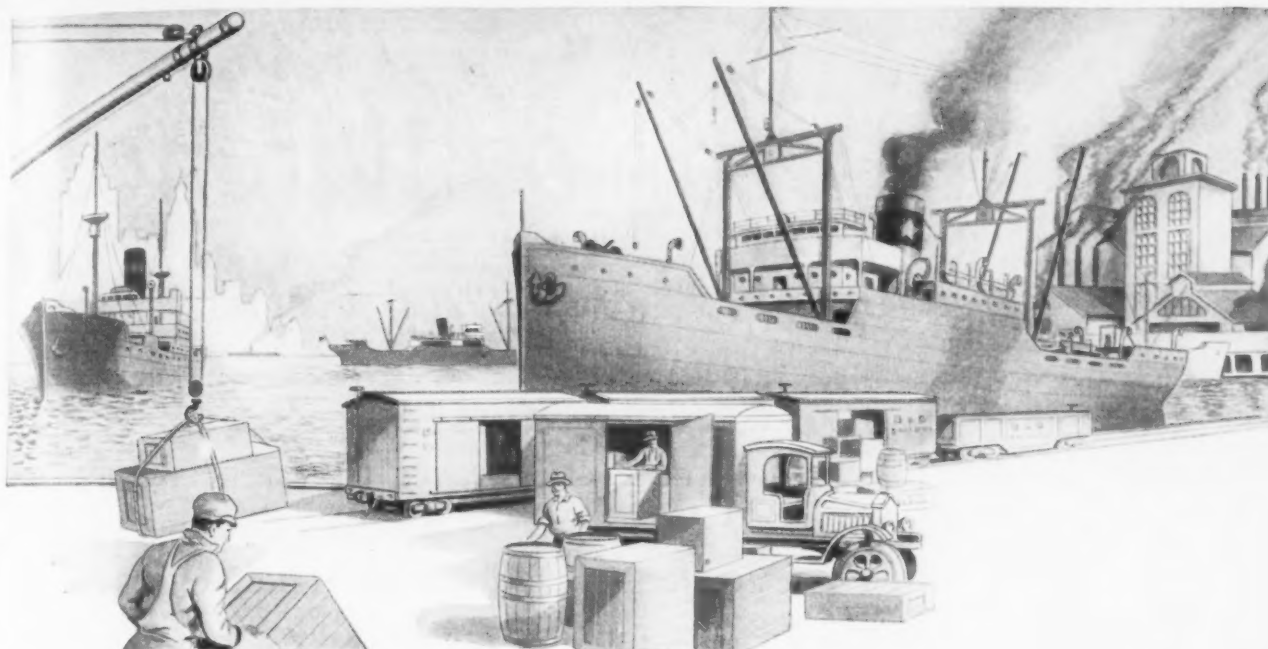
To avoid those underwear "regrets" which rise so sharply with the thermometer—

**Get the underwear you ask for!
Insist upon this red woven label:**



Trade Mark Reg. U. S. Pat.
Off. and Foreign Countries

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The B. V. D. Co., Inc.



20,000,000 Customers Within 24 Hours' Reach

Within 200 miles of the Port Newark waterfront, lie 41 of the 100 largest cities in the United States. New York City is only nine miles away, and Philadelphia, Baltimore and Boston are within easy reach. From Port Newark, delivery can be made within 24 hours—by rail or motor truck—to almost any point in this territory, which supports more than 20% of the total national population, and which comprises one of the richest consuming markets in the world.

Spreading out from Port Newark, like the ribs of a huge fan, is a system of railways and highways that reaches every important center of population in New England and the eastern states. Seven trunk lines from the interior converge at Port Newark, and have belt-line connections with its water-front. By reason of its highly developed harbor facilities, economical *all-water* shipments can be made from Port Newark to practically any market.

Regular steamer service is maintained between Port Newark and the principal Atlantic, Gulf and Pacific Ports. Shippers, who wish to reach the great cities of the west and northwest by an economical

route, may use the regular barge service of the Transmarine Lines to Buffalo, where transfer can be made to the Great Lakes steamers.

In order to obtain the very advantages of location that Port Newark now affords, manufacturers for a decade have been crowding into Manhattan, willing to pay almost any price for factory or warehouse sites, until sheer lack of space has prevented a further influx. Now that these advantages have been duplicated at Port Newark, it is reasonable to expect, within the next few years, a sharp rise in the value of Port Newark property which now may be acquired on most attractive terms.

If you are interested in quicker, more economical access to the nation's best markets, now is the time to consider Port Newark and its possible relation to your business. Write today for your free copy of "PORT NEWARK", the comprehensive book that fully describes this great development.



THOS. L. RAYMOND, Director

Dept. of Public Works

Newark, N. J.

PORT NEWARK

nobody
says “HE’S in conference”
to a Long Distance call



FIVE-WEEK SELLING TRIPS cut to four is the work of the long distance telephone for an internationally known firm of American clothiers. These are demonstration trips where every client must be seen and given an allotted amount of time. The saving of one week is made by telephoning from one town to the next—arranging for the demonstrations in advance, thus making it possible to conduct, regularly, three meetings each day instead of two.

In all kinds of business today—bonds, provisions, grain, groceries, coal, construction, hosiery, dry goods, fruit, hardware and scores of others—thousands of concerns now know the economy of the telephone in conserving the time of their salesmen. Appointments are frequently made by telephone to insure interviews in advance. These prevent waste of time and money by the salesman and result in sales which otherwise could not be made.

When long distance calls, no one is too busy to answer. The long distance telephone is the modern tool of buying and selling; it is earning millions of dollars annually for American business men. In thousands of cases on record an interview is

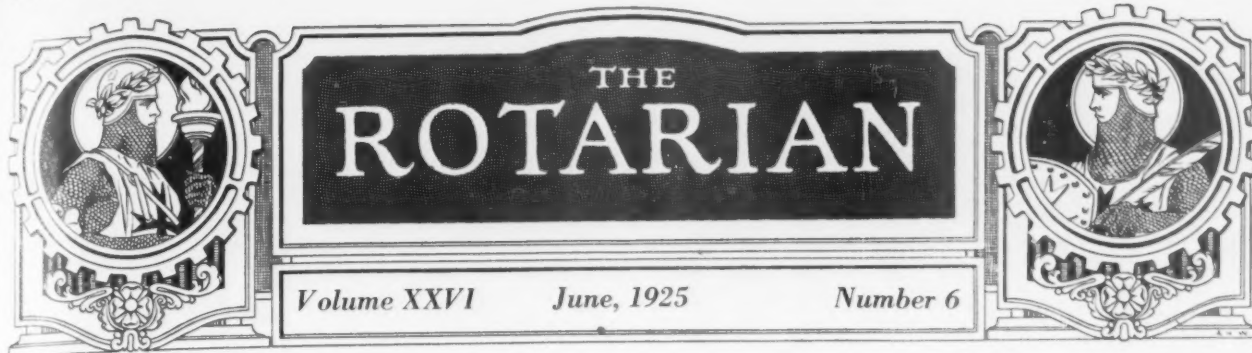
arranged and the deal made—by telephone.

Whether in a small business or in a national organization, the proper use of the telephone will surely extend the sphere of your contacts and profits. Would you like to know how the telephone can become a greater producer for you?

The Commercial Department of the local Bell Telephone Company will, without charge, assist you in making a study of the advantages of telephone selling for your concern. In the meanwhile, the telephone on your desk will do the same things for you hundreds and thousands of miles away that it now does in the next street or on the other side of town. It is at your instant service. *Number, please?*

BELL LONG DISTANCE SERVICE





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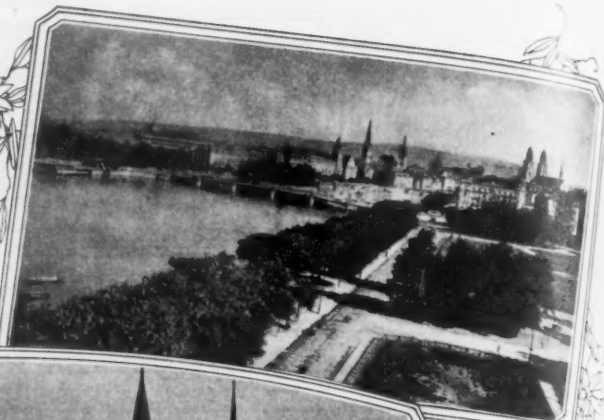
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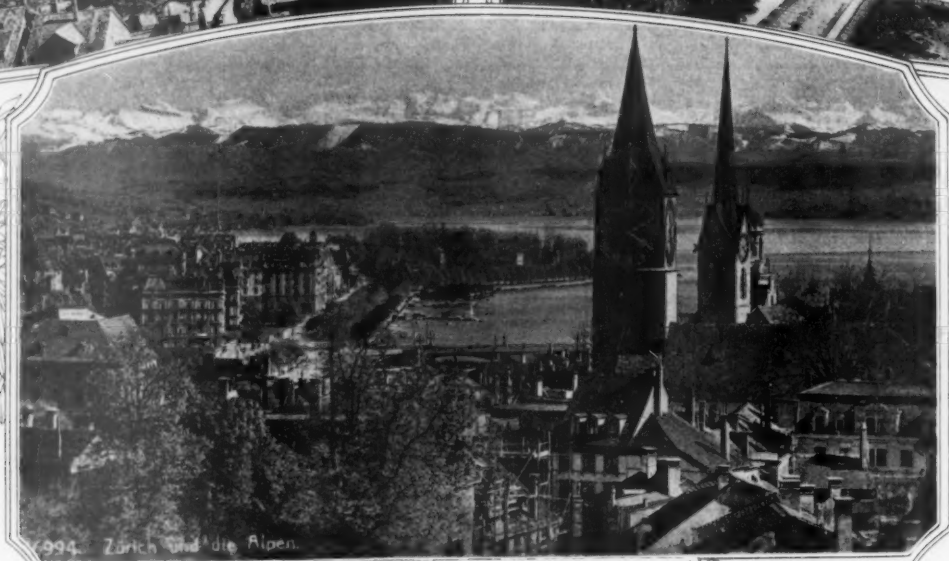
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View from
the Urania
Observatory



Along the
Beautiful
Limmat



Zurich and the Alps

Zürich *Leading Swiss Industrial City*



Station Square

Three Swiss cities now have Rotary clubs: Bern, Geneva and Zurich. The Rotary Club of Zurich was the first, and was organized in May, 1924, and now has forty-seven members. The European headquarters office of Rotary International is located at Zurich.



The University



The Town Hall



Municipal Theater



Efficiency—What Does It Mean?

By Vivian Carter

Secretary of Rotary International—Association for Great Britain and Ireland.

CLAUSE Two of the Rotary Code of Ethics says that as a Rotarian "it is my duty to improve myself, increase my efficiency, and to enlarge my service, and by so doing attest my faith in the fundamental principle of Rotary, that *he profits most who serves best.*"

When visiting the Continental Clubs recently, we mentioned it in casual conversation with a Rotarian not—unhappy man!—of Anglo-Saxon race, and he raised his eyebrows and threw out his hands. "Efficiency?" he asked. "What is that word?" We took out the dictionary of his language, sought, and found it not. When we recovered our astonishment, we reflected: Strange! And yet his country is at least as "efficient" in most of the things that matter as our own, and not so far behind even the Americas. How can it have become efficient without having a word to describe it? Almost as soon be moral, for instance, without a code, sober without a pledge, or punctual without a timepiece. Do we not owe a tremendous lot, in our Anglo-Saxon countries, to this blessed word "efficiency," which has been on the lips of every reformer, in politics and in business, and on at least half of the manifestoes, reorganization schemes, and special resolutions conventions and "annual meetings"?

The places of business in the foreign country which had no word for "efficiency" impressed each of us the same; the officials and workpeople seemed to be honest, sober, punctual, tidy, quick, civil, and—so our information went—in private life of quite a high standard of morality, decency, and culture. In our own country, however, we had the word efficiency working overtime—and so must be at an advantage over the country that knew not the word. The Rotary movement had introduced it into its Code ten years ago, and being presumed to observe punctiliously each separate article thereof, Rotarian business men must be the better for the use of it, as was the pious old lady who felt such relief whenever she said to herself "that blessed word Mesopotamia."

Can it be conceivable that there exists any business that achieves its purposes—that is, gives service to the community in providing at payable prices goods that are just what is wanted—which is conducted in any other than an "efficient" fashion? Some ingenious person with a love of paradox—possibly Mr. G. K. Chesterton—may be able to establish that nearly all great businesses have been started and brought to their point of

success by inefficient dreamers. It may be shown that, just as some of the greatest truths of science, such as the discovery of the power of steam, the law of gravitation, and relativity, have been the results of "wondering why" in idle moments, and "noticing things" by youths and men who, had they been "efficient," would have been working hard at something practical; that just so great businesses have been first conceived, planned, and developed.

WE happen to recall at least three of the world successes in enterprise that have been due to the primary habit of watching that queer animal Man, perceiving his needs rather than his "wants," and setting forth to supply them at risk of being thought insane, or at best grossly impractical. Now men who watch and perceive are very rarely "efficient." If the mind is moving on one plane, it is not moving on another; the dreamer is too busy dreaming to think very much what he is *doing*—and when he *does*, it is often on sudden impulse that throws all "efficiency" to the winds, confounds systems, and causes temporary chaos. I wonder, for instance, what happened in the headquarters of London's Underground when the late Mr. Yerkes one day walked in and said to his directors, "Let's electrify it." As everybody knows, a preposterous suggestion, which disorganized the system while it was being carried out, and cost who knows how many millions. Today, of course, London's Electric is the most "efficient" of any system in the world.

Let us, however, leave paradox to the efficient practiser of that line of business. We do not mean to hint for one moment that any business can be conducted by dreamers. Without system, it cannot be.

In business, as in the physical universe, there are two forces at conflict—the natural laws of biology and the spiritual laws. The individual is fighting as a body for physical self-preservation, while as a soul he is unconsciously, perhaps, struggling for quite another thing—spiritual self-preservation. We have only one little quarrel with the professional expert of efficiency in business—who is often not familiar with Rotary precepts—in that he is too concerned for the flesh, the blood and bones of an organization, and too little for its soul. For a business has a soul—hasn't it? It has a reason for existence other than to "turn over," and wants something more out of life than quick returns? At least so we think Rotary has been teaching us, or we've been learning it wrong.

Leading Features of the Official Program

Sixteenth Annual Rotary Convention

At Cleveland, Ohio, U. S. A., June 15 to 19

MONDAY EVENING—JUNE 15

Welcome Address—By George H. Miller, President, Rotary Club of Cleveland, Ohio.

Response—By Canon Wm. Thompson Elliott, President of Rotary International—Association for Great Britain and Ireland.

Assemblage Convened—By Everett W. Hill, President of Rotary International.

Memorial to Departed Rotarians—By Frank L. Mulholland, Past President, Rotary International, Toledo, Ohio.

Pageant "Rotary"—Scenario by Arch C. Klumph, Cleveland, Ohio, Past President of Rotary International. Produced under direction of Mr. Robert Burnside of the New York Hippodrome.

TUESDAY MORNING—JUNE 16

"The Ideal of Service as the Basis of All Worthy Enterprise."

Presentation of Official Program—By Harry S. Fish, Chairman of Convention Committee, Rotary International, Sayre, Pa.

Presentation of General Officers, Past International Presidents, District Governors, Officers of National Units, and Special Commissioners.

Message from Paul P. Harris, President-Emeritus, Rotary International, Chicago, Illinois.

Secretary's Report—By Chesley R. Perry, Secretary of Rotary International, Chicago, Illinois.

Treasurer's Report—By Rufus F. Chapin, Treasurer of Rotary International, Chicago, Illinois.

Introduction of Overseas Delegations—By President Everett W. Hill.

Address—By President Everett W. Hill.

TUESDAY AFTERNOON

Governors' Luncheons—Outgoing District Governors. Donald A. Adams, Chairman.

Incoming District Governors—Paul Rankin, Chairman.

"High Ethical Standards in Business and Professions"

Presentation of International Committees—By President Everett W. Hill.

The Constitution: Three Years of Retrospect—By Robert W. Hill, Salem, Mass.

"The Rotarian"—By Paul H. King, Acting Chairman of the Publications Committee, Rotary International, Detroit, Michigan.

The Constitution: Looking Ahead Three Years—By Allen D. Albert, past president, Rotary International, Paris, Illinois.

Building Our Budget—By Donald A. Adams, First Vice President and Chairman of Board Committee on Finance, Rotary International, New Haven, Conn.

Are Ethical Standards Economically Sound?—By Dr. Gus W. Dyer of Vanderbilt University, Nashville, Tennessee.

WEDNESDAY MORNING—JUNE 17

"The Application of the Ideal of Service by Every Rotarian to His Personal, Business, and Community Life."

Meeting of Canadian Delegates to elect Canadian Advisory Committee—Arthur E. Johnston, Chairman, Winnipeg, Canada. (Hollenden Hotel.)

Nominations of Officers.

The Uniqueness of Rotary—By Canon Wm. Thompson Elliott, President of R. I. B. I., Liverpool, England.

Report of Registration and Credentials Committees—By James H. Curtin, Chairman, Credentials Committee, Cleveland, Ohio, and James W. Kelley, Chairman, Registration Committee, Cleveland, Ohio.

BOYS WORK—

1. Address—By Hart I. Seely, Chairman, Boys Work Committee, Rotary International, Waverly, N. Y.

2. Boys Work Around the World—Messages from Overseas.

3. Boys' Week—By Charles R. Gardner, Omaha, Nebraska.

4. Address—What Is Boys Work and Why?—By Rev. Charles L. Mead, Bishop of Methodist Episcopal Church, Denver Area, Denver, Colorado.

WEDNESDAY AFTERNOON

Special Assemblies

CLUB ADMINISTRATION—

A. For Clubs of more than 150 members. Convenor—Charles H. Simons, member of Convention Committee, Rotary International, Boston, Mass. Chairman—Guy Gundaker, Past President, Rotary International, Philadelphia, Pa.

B. For Clubs of 50 to 150 members. Convenor—Sidney B. McMichael, member of Con-

vention Committee, Rotary International, Toronto, Canada. Chairman—Raymond M. Havens, Past President, Rotary International, Kansas City, Missouri.

- C. For Clubs of less than 50 members. Convenor—Allen Street, member of Convention Committee, Rotary International, Oklahoma City, Oklahoma. Chairman—Crawford C. McCullough, Past President, Rotary International, Fort William, Ontario, Canada.

THURSDAY MORNING—JUNE 18

"The Development of Acquaintance as an Opportunity for Service."

Assembly Breakfast—Club Publication Editors. G. Albert Anderson, Chairman, Secretary of Rotary Club of Sioux City, Iowa. (Hotel Statler.)

Assembly Breakfast—Classifications. George T. Guernsey, Jr., Chairman of Classifications Committee, Rotary International, Independence, Kansas. (Hotel Statler.)

Club Surveys and Extension—By Thomas J. Davis, Third Vice President of Rotary International, Butte, Montana.

Report of Resolutions Committee—By James F. Finlay, Chairman of Resolutions Committee, Rotary International, Chattanooga, Tennessee.

Rotary: The Necessity of an Understanding of its Ideals and Activities—By Rt. Rev. James Wise, D. D., Bishop of the Diocese of Kansas, Topeka, Kansas.

THURSDAY AFTERNOON

Governors' Luncheon—Outgoing and Incoming District Governors. Chairman—President Everett W. Hill. (Hotel Statler.)

Special Assemblies

Club Secretaries' Luncheon and Round Table. Chairman—Chesley R. Perry, Secretary of Rotary International, Chicago, Illinois. Vice-Chairman—Vivian Carter, Secretary of R. I. B. I., London, England.

CLUB ACTIVITIES—

- A. For Discussion of Boys Work. Convenor—Sidney B. McMichael, member of Convention Committee, Rotary International, Toronto, Canada. Chairman—Hart I. Seely, Chairman of Boys Work Committee, Rotary International, Waverly, N. Y.

- B. For Discussion of Business Methods. Convenor—Allen Street, member of Convention Committee, Rotary International, Oklahoma City, Oklahoma. Chairman—Arthur H. Sapp, Chairman of Business Methods Committee, Rotary International, Huntington, Indiana.

- C. For Discussion on Rotary Education. Convenor—Charles H. Simons, member of Convention Committee, Rotary Interna-

tional, Boston, Mass. Chairman—Carl L. Faust, Chairman of Rotary Education Committee, Rotary International, Jackson, Mississippi.

- D. For Discussion of Crippled Children. Honorary Chairman—John Bain Taylor, member of Convention Committee, Rotary International, London, England. Permanent Chairman—Raymond J. Knoepfel, Past District Governor of 29th District, Rotary International, New York, N. Y.

FRIDAY MORNING—JUNE 19

"The Recognition of the Worthiness of All Useful Occupations and the Dignifying by Each Rotarian of His Occupation as an Opportunity to Serve Society."

Classifications—By George T. Guernsey, Jr., Chairman of Classifications Committee, Rotary International, Independence, Kansas.

Building Public Confidence—Address by Will H. Hays, President of the Motion Picture Producers and Distributors of America, Inc., New York, N. Y.

Presentation of Attendance Trophies—By George A. Schneider, Chairman of the Award of Trophies, Cleveland, Ohio.

"The Advancement of Understanding, Good Will and International Peace Through a World Fellowship of Business and Professional Men United in the Rotary Ideal of Service."

Growth of Rotary—By Will R. Manier, Jr., Chairman of Extension Committee, Rotary International, Nashville, Tennessee.

Rotary Around the World—Messages from Overseas.

Good Will and International Peace—Address by Hon. Newton D. Baker, of Cleveland, Ohio, U. S. Secretary of War during President Wilson's administration.

Report of Election Committee—By Byron K. Elliott, Chairman of Election Committee, Rotary International, Pittsburgh, Pa.

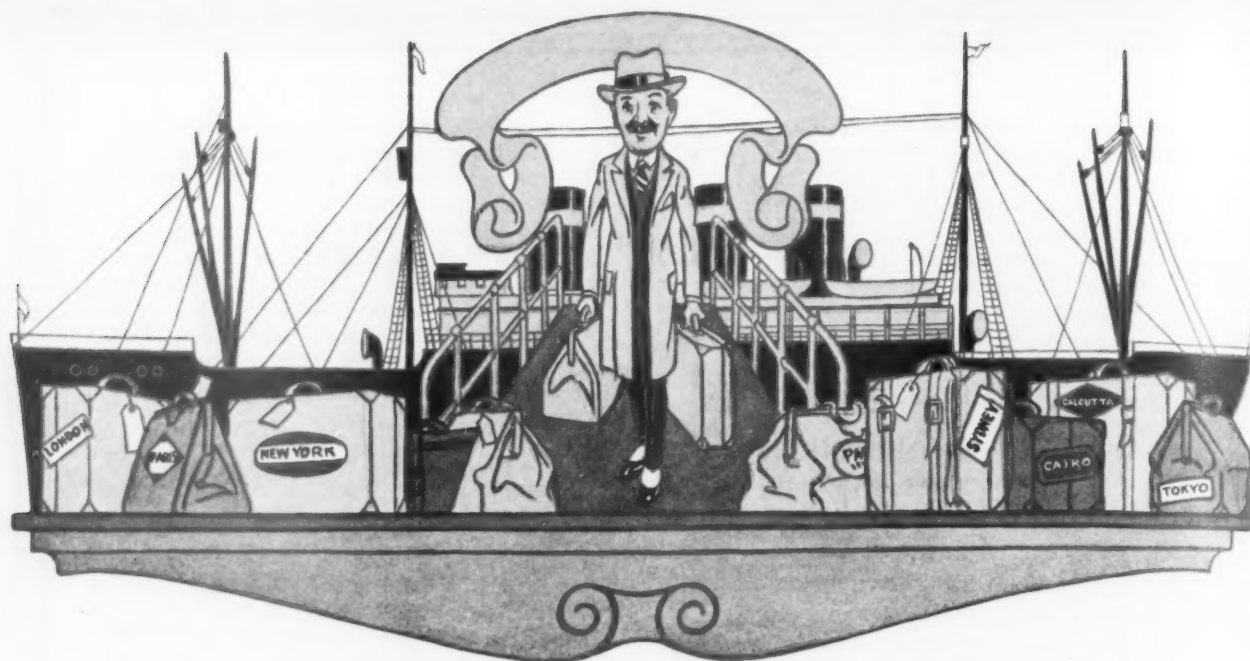
Installation of Officers.

All day on Monday will be devoted to the registration and accrediting of delegates from local Rotary clubs. Ample facilities will expedite this work just as rapidly and efficiently as possible.

As usual the different events of the Convention program will be interspersed with community singing and other special features. Well-known song leaders have been selected to direct the singing each day.

Various district reunion and special dinner parties are being arranged. These will be listed in the special Convention program available at Cleveland.

The programs for the special assemblies, which are to be held on Wednesday and Thursday afternoons, have been prepared with the most detailed care by those who have the responsibility of convening the assemblies. The program in full for each assembly will be available in the printed official program.



SOME years ago, on the morrow of the overthrow of the old and the installation of the new Turk, an American on the spot, of large experience in public affairs and to whom history is an open book, was eagerly asked by the newspapermen of Constantinople if the revolution would not usher in a hope and a promise of better things. He promptly replied that it would not, and said, in effect, that the members of the new government were only new in the sense that they had not previously held office; that like their predecessors they were Turks, and as such, the product of the same traditions and confronted by the same problems; that new Turkey in name was old Turkey in fact; that they were all of the same generation, and that revolution, whatever it might be able to do, could not change human nature.

Today is different from yesterday and the morrow is different from both, but human nature is the same. We ourselves are the same and will so remain until the standard of thought and therefore of human conduct has been changed. We are what we are, and our immediate successors will be as we. Human nature, we may take as constant in our day and generation, and we dare not overlook those instincts which we find in mankind primitive or modern: the desire to get on; to keep what we have and to protect ourselves by the means at hand. There is nothing exceptional or unworthy in the ambition to succeed, but our success should not be at the expense of others; there is nothing wrong in the desire to hold what we have unless it has been ac-

Calling Names

By JAMES BROWN SCOTT

Decorations by Albert H. Winkler

quired unfairly; and it is assuredly natural to defend our persons and property from attack. These are individual instincts. Fortunately for us, there is an antidote to individualism in social instincts, for man always was and still is a social animal. As the social unit has expanded, the claim of society has expanded and become stronger. It is today controlling, and while human instincts remain, their exercise is regulated, not by the individual as such, but by society of which the individual is a part. We have a social sense, a social conscience, a social standard. And while society may not cast out primitive instincts, it may control their exercise in the interest of the many instead of the few. In the strength of the social sense, in the crystallization of the social conscience and in the development of sane, social standards, the civilization of the future depends. We must preserve, not destroy; we must build up if we should tear down; we must put ourselves into the social structure of society as the bee in the hive.

I SHOULD like to speak as a man of affairs to business men, men engaged in the world's work, supplying present needs at hand and old markets abroad; opening up new avenues of trade and breaking down national boundaries by performing an international service irrespective of boundaries. It is assuredly not for me to express an opinion as to how men engaged in business should meet the needs of the commun-

ity in which they live; and it would be impertinent to tell men who have made it their life study, how to open up new and unexpected markets. But it will not be

considered, I hope, immodest to venture some suggestions of a very general nature, which occur to one busied with international relations, and who has observed the importance of friendly intercourse, not merely of countries, but of their citizens and subjects.

The first of these suggestions is that the "open mind" is even more important than the "open door," for if the mind be not open, the door of opportunity is shut. "There is a principle," says Dr. Paley, "which is a bar against all information, which is proof against all argument, and which cannot fail to keep man in everlasting ignorance. This principle is contempt prior to examination." For this principle there is, indeed, the best of authority from the wisest of men, for did not Solomon say, "He that answereth a matter before he heareth it, it is folly and shame unto him." But I prefer to reinforce the principle by modern instances, of which there are unfortunately many. But of these many, only a few can be taken from some of the world's elect who should have known better and who usually have furnished us examples to imitate rather than slips to be avoided; and for reasons which are easily understood, I prefer that the examples be not of our day, because I would not, by citing ill-considered expressions, seem to make myself guilty of what I would avoid.

Dr. Johnson has been embalmed for us in all his greatness and in all his

littleness by his admiring biographer, so that although he does not appear to us as perfect, he is, nevertheless, as our French friends would say, "a complete man." His aversion to foreigners was so colossal and so characteristic of those who condemn without examination, that I would like to make some general observations upon his attitude before illustrating it by special instances. Baretti, a distinguished Italian residing in England, and to whom Johnson was a friend in time of need, as he always was to people in distress, had this to say of him:

Johnson was a real true-born Englishman. He hated the Scotch, the French, the Dutch, the Hanoverians, and had the greatest contempt for all other European nations; such were his early prejudices which he never attempted to conquer.

So much for the Italian point of view. Johnson's judgment on himself, although meant for others, is worse than Baretti's. "For anything I see," he said, quoting with approval another's observation, "foreigners are fools." But it should be said in his favor, as Sir Joshua Reynolds, his friend and admirer, and admired by Johnson in return, has stated, that his dislike of foreign countries did not extend to individuals. However, his apologist is obliged to add that his great friend considered "every foreigner as a fool until they had convinced him of the contrary."

Let us take some of the special instances. I shall give you what he had to say of Scotchmen, his immediate neighbors; of the French, neighbors removed only by the Channel, which his countrymen perversely call the English Channel; and I shall conclude with some observations which he was pleased to make of his fellow-countrymen across the ocean. Here are some of the things which made bad feeling between the English and Scotch. Let us begin with the least offensive; and rise in the scale:

"It is not so much to be lamented that Old England is lost, as that the Scotch have found it."

"All barrenness is comparative. The Scotch would not know it to be barren."

"The noblest prospect which a Scotchman ever sees is the high road that leads him to England."

"I shall suppose Scotchmen made necessarily, and Englishmen by choice."

"Droves of Scotchmen would come up and attest anything for the honour of Scotland."

"Much may be made of a Scotchman, if he be caught young."

"One Scotchman is as good as another."

"A Scotchman must be a very sturdy moralist who does not love Scotland better than truth."

And I end this "nice derangement of epithets," as Mrs. Malaprop would say, with two definitions: the famous one of "Oats. A grain which in England is generally given to horses, but in Scotland supports the people;" and that of a farthing—"a

small coin to enable a Scotchman to be charitable."

In speaking of the French he observed, "There is a difference between an Englishman and a Frenchman. A Frenchman must be always talking, whether he knows any thing of the matter or not." Here, again, Sir Joshua interposes in behalf of his friend, saying, "In respect to Frenchmen he rather laughed at himself, but it was insurmountable."

NOW for America: In the midst of a discourse upon the Disciple whom Jesus loved, the choleric doctor turned abruptly from this pleasing subject for reasons which his biographer did not understand, and made (it is Boswell's language I now quote) "a sudden transition to one upon which he was a violent aggressor; for he said, 'I am willing to love all mankind, except an American:' and his inflammable corruption bursting into horrid fire, he 'breathed out threatenings and slaughter;' calling them 'Rascals—Robbers—Pirates;' and exclaiming, he'd 'burn and destroy them.' Miss Seward, looking to him with mild but steady astonishment, said, 'Sir, this is an instance that we are always most violent against those whom we have injured.' He was irritated still more by this delicate and keen reproach; and roared out another tremendous volley, which one might fancy could be heard across the Atlantic." It has been.

Indeed, all such unconsidered remarks reach their ultimate destination. Our newspaper men would say they have "news value," whereas words of commendation dropped by the wayside, even if they take root are, I regret to say, often obliged to waste their "sweetness on the desert air."



I would like to turn now from Dr. Johnson, whom I feel at liberty to quote because of the immense admiration I have for his character and attainments, to Sydney Smith, another of his fellow-countrymen—a high-minded Christian gentleman, whose sense of humor was more fatal to him than to its victim, as it cost him a Bishop's miter. Like Johnson, he, too, has something to say of Scotchmen, remarking of them in an off-hand, humorous way, that "it requires a surgical operation to get a joke well into a Scotch understanding." And a little later than Johnson—a hundred years ago—he paid his respects to the Americans, asking, "In the four quarters of the globe, who reads an American book or goes to an American play or looks at an American picture or statue?"

This remark has rankled upon Americans ever since its utterance. Only a few days ago—appropriately on the 19th of April, the day of Lexington and Concord—it was the subject of an editorial in the *Washington Post*, from which I lift here and there a sentence: •

The sneer was foolish, because its implication was, as its author was quite well aware, most obviously untrue. American books were then known and read and highly prized throughout the English-speaking world, and the works of American painters were much sought after by some of the foremost people of Europe.

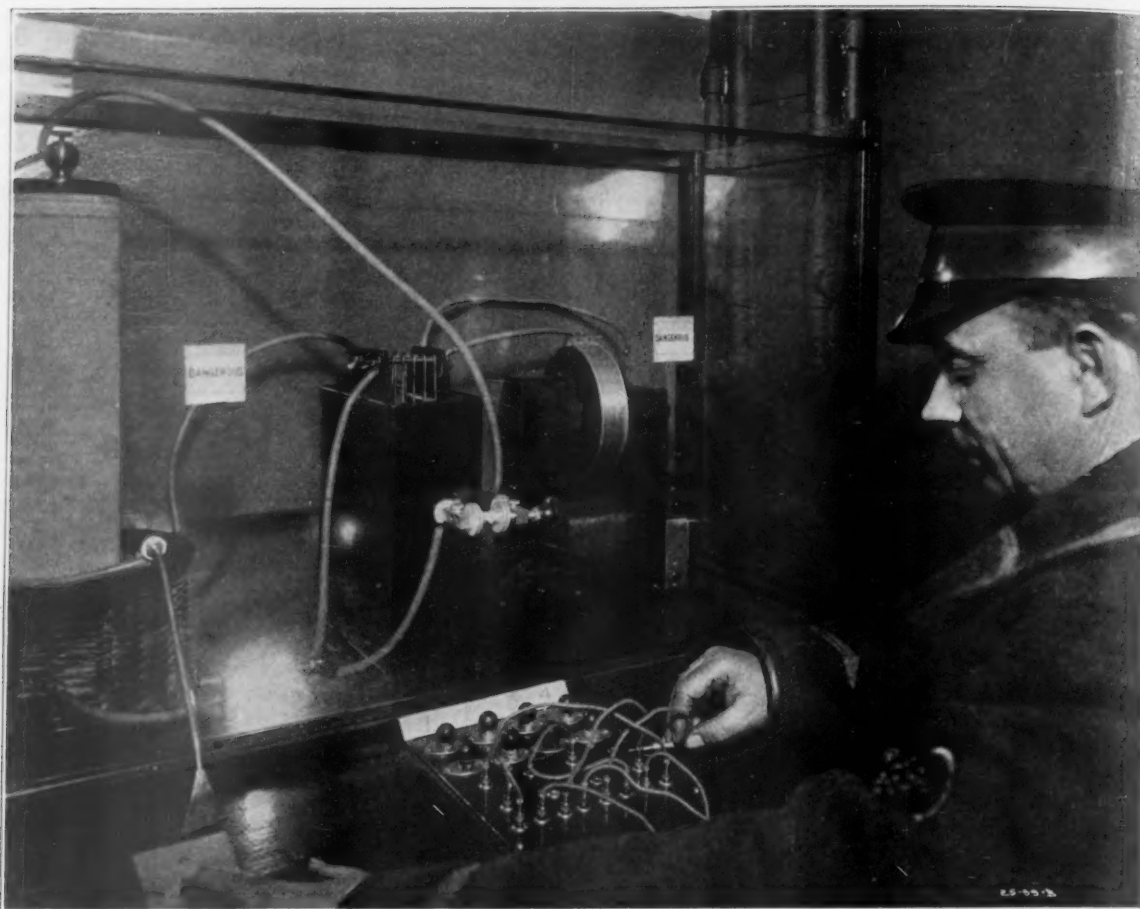
At the close of a century . . . we might well revise the queries of Sidney Smith, and ask: In the four quarters of the globe, who does not read American books, and go with pleasure to American plays, and gaze with delight upon American paintings.

If I have taken from distinguished Englishmen whom we all admire and respect, and for whom many of us have a feeling amounting to an affection, I deem it only justice, lest I should seem to be criticising the mother-country, to counteract this attitude of mind and expression of views by two examples of the attitude of mind and form of expression toward others, native or foreign, which should be to us as models in our intercourse • not only with our countrymen, but with those of foreign nations, especially, indeed, with foreigners.

The first is Gladstone, whom I have cited as an Englishman, although his father and mother were themselves Scotch and of Scotch ancestry; and in Parliament Gladstone was accustomed to refer to himself as a Scotch member. Let me lift a page from Morley's *Life of Gladstone*, under date of February 21, 1877, almost a hundred years to a day of Johnson's outburst against the Americans:

Last night I met Gladstone—It will always be a memorable night to me: Stubbs was there, and Goldwin Smith . . . besides a few other nice people; but one forgets everything in Gladstone himself, in his per-

(Continued on page 77)



This picture shows a taxi-driver taking the "emotional stability test" which is designed to prove his ability to meet emergencies without hysterics. Dr. A. J. Snow, who planned this and other tests successfully used by the Chicago Yellow Cab Company, is a member of the faculty of Northwestern University.

Gasoline Alley

By ARTHUR MELVILLE

Only yesterday "Gasoline Alley" was the little space back of a few private garages where we added new stains to our oil-besmirched "jumpers" while we tinkered with this "new fangled" toy—the automobile. Today the same phrase symbolizes great business thoroughfares, roaring traffic, long ribbons of highway—and countless problems.

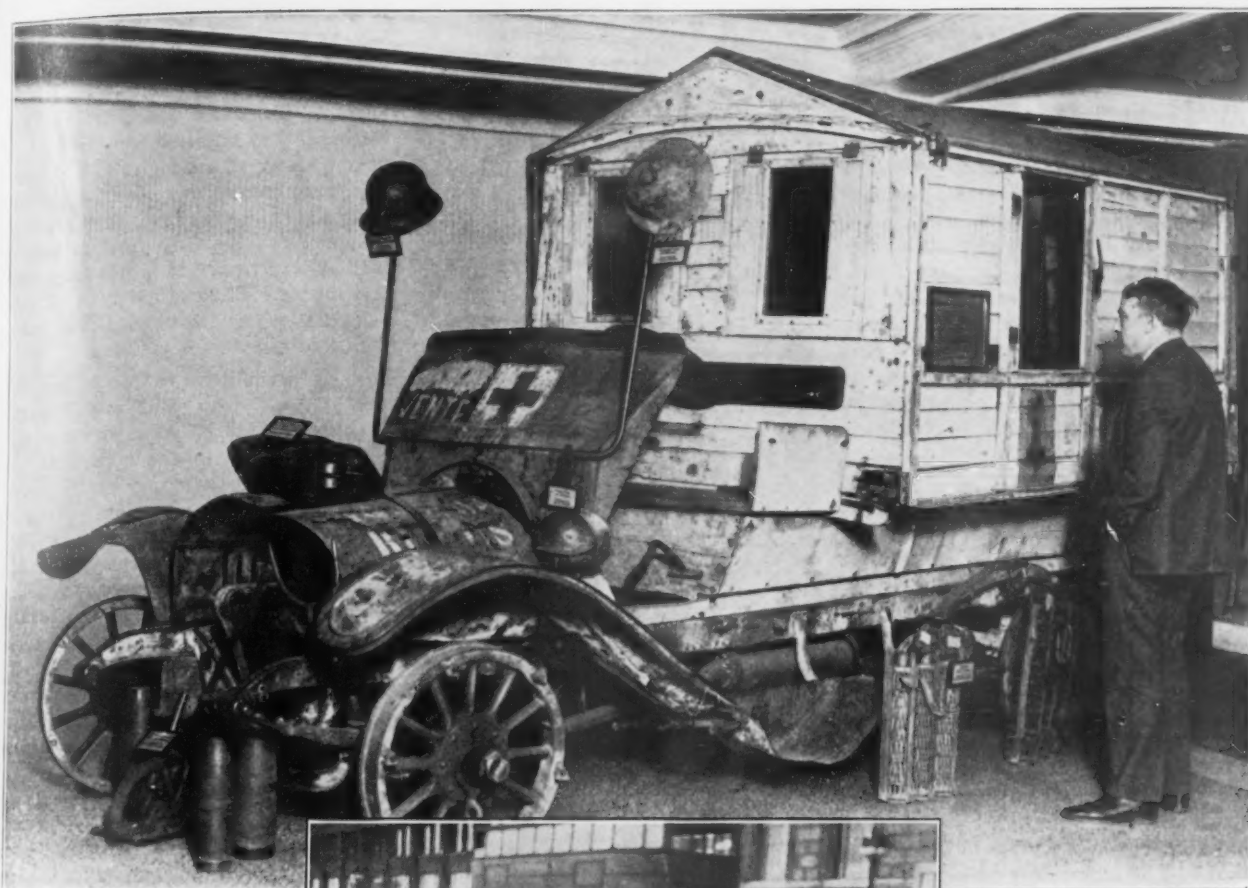
WHENEVER newspaper comic-strip rises above the level of custard-pie combat it is usually because the cartoonist has hit off some popular fad and shrewdly made us furnish our own entertainment with a sweep of his magic pencil. Hence the amount of comedy concerning the joys and woes of motoring; and hence also some indication of the growing place of the automobile in our lives. The comic-strip is a sort of museum of foibles, and if you study the papers of twenty-five years ago you find that the automobile supplied its share of mirth in those days—though from somewhat different angles than it does now. Then it was correct to depict the stranded motorist sur-

rounded by an aura of profanity, while faithful Dobbin plodded serenely past, and Dobbin's owner sarcastically volunteered to send out a team from the next town!

Sixty years ago the British House of Commons passed an Act for the regulation of light steam locomotives on highways. It was prescribed that (1) the number of persons required to drive the locomotive should be increased to three (2) a man should precede with a red flag (3) the maximum limit of speed should be reduced to four miles per hour, and (4) the locomotive should never blow off steam, etc. This bit of legislation was followed by similar Acts, and it was not until 1896 that this predecessor of the automobile found enough patrons to meet the opposition of the horse-owners on anything like even terms. Meanwhile heavy traction was being developed, though inventors continued to experiment with the possibilities of steam and electricity

applied to light traction. In 1885 Butler constructed his tricycle propelled by exploding benzoline vapor brought out in the same year that Gottlieb Daimler's internal combustion motor was proving the usefulness of petrol. Daimler adapted his engine for use on bicycles and boats, and M. Levassor, of the French firm of Panhard and Levassor, realized the possibilities of using Daimler's engine on a road carriage. The general layout of the transmission system devised by Levassor was essentially the same in use today, though subsequent changes have given us vastly smoother operation. Likewise, while the principle of the modern motor is unchanged, twenty-five years of steady improvement have modified the construction almost beyond recognition.

The motor cars of the nineties, and of the early part of the twentieth century, received due recognition from humorists who cracked their jokes about the "gas buggies," but even



One phase of the automobile's part in war is well illustrated by this ambulance of the American Red Cross. It was in use from 1914 to 1918 and wears the Croix de Guerre with three stars.

Underwood & Underwood photo



This 1900 model Oldsmobile caused amusement and some consternation on Michigan Boulevard, Chicago, during a recent exhibition, when it slowed up the procession of more modern motor cars.

Underwood & Underwood photo

before a steering-wheel was substituted for the steering-rod it became evident that the automobile had come to stay. Of course hardly anyone suspected the tremendous import of the invention, or suspected that within twenty years whole battalions of automobiles would go charging down the highways. Neither was it immediately apparent that such a change in transportation meant a corresponding change in social life, a breaking down of isolation, a speeding up of business as well as pleasure; in short, a rapid transformation that set the average man thinking in speedometer terms of hours and hundreds of miles rather than in terms of days and livery barns.

Great as the automobile's contribution has been, we are reminded that every increase of man's domination over earth's resources brings its own problems and its own train of readjustments. It is sometimes much easier to

furnish man with power than to give him intelligence to use it carefully and properly, as the casualties which follow almost every new adaptation of physics will readily prove.

With customary nonchalance the man in the street often talks as though "speeding"—to which he ascribes practically all automobile accidents—were a wholly modern problem, something to be disposed of by appropriate drastic legislation. Unfortunately the evil is much older, and the remedy far less easy to find. In 1757 the selectmen of Boston passed an ordinance to protect church-goers from "speeders." The guardians of the public weal decreed that "because of the great danger arising oftentimes from Coaches, Slays, Chairs and other Carriages, on the

Lord's days, as people are going to or coming from the several Churches in this Town, being driven with great Rapidity, and the Public Worship being oftentimes much disturbed by such Carriages, it is therefor voted and Ordered, that no Coach, Slay, Chair, Chaise or other Carriage, shall at such times be driven at a Greater Rate than a foot Pace, on Penalty to the Master of the Slave or Servant so driving, of the Sum of ten shillings."

One wonders what happened if a slave got reckless enough to go joy-riding in his master's carriage; and what the master did to retaliate for the fine after the constables had hauled the offender before the judge. But aside from such individual instances, one wonders what our forefathers would say to our present appalling casualty lists from similar causes? As this is written, the Chicago Tribune's record shows that 227 persons were killed in

Cook County alone by auto accidents since January 1st. The *Tribune* is one of the 200 American newspapers co-operating in an effort to halt the toll of life, and this interest on the part of the press is some indication of the extent and urgency of the safety problem.

Out of 85,000 Americans who perished in accidents during 1923, street and highway accidents were responsible for 22,600. Other items in the same indictment include 678,000 serious injuries, and an economic loss estimated at \$600,000,000—a total even more impressive because it represents an increase of 80 per cent in the past seven years. The reports of the National Conference on Street and Highway Safety show that something like 85 per cent of highway accidents were incident to the automobile traffic.

These conditions are not pleasant to contemplate, and the magnitude of the traffic problem becomes still more striking when we consider the increase in automobile registration. In 1895 there were but 500 automobiles registered in the United States; in 1914 there were 5,000,000; in 1923, the registration was 15,000,000, and it is estimated that in ten years there will be 30,000,000. Already many American communities have one car to every five or six inhabitants. The automobile industry of the United States employs 3,000,000 people. It requires six billion gallons of gaso-



This giant "death and accident meter" was set up in front of Brooklyn's Borough Hall to impress the careless with the daily, weekly, and yearly toll of lives lost in automobile accidents.

line per annum to propel the 18,000,000 cars (probable 1925 registration) over the streets and highways of America.

While it is true that quantity production and the comparatively low price of cars, coupled with natural resources plus magnificent distances, all combine

to concentrate some 87 per cent of the world's automobiles in America at present, this fraction may soon be altered in favor of other continents. Some parts of the world which are not now esteemed by motorists on account of bad roads or of the high price of gasoline, may become more available. Many countries already have fine highway systems, and the fuel problem may be met at any time. It is not long since we read of discoveries by a French scientist which may give Europe a cheap substitute for petrol.

Such possibilities cannot be ignored, and if one may find any cheerful thought at all in America's accident list it must lie in the hope that this dearly bought experience will serve other lands in establishing preventive measures. We cannot simply conceive the traffic problem in terms of the best boulevards of America, France, England, or any other country. We must remember that if existent difficulties can be overcome, automobile touring will have a scope far beyond its present limits. The ubiquitous tourist is just as likely to find a narrow Tibetan road blocked by a creaking ox-cart, or the entrance to an Indian caravanserai barred by a snarling camel, as he is to need gasoline in the South African veldt, or tires in the Australian bush.

In fact, I believe that our concern for the traffic problem (*Cont'd on page 67*)



If your observation were absolutely perfect you could answer forty questions about this picture. The questions are not trick queries, but such as might legitimately be asked of a witness in an accident case. Study the picture for three minutes fixing as many details as possible in your mind. Then turn to Page 85 where you will find the questions. Without another look at the picture see how many correct answers you can give—write them down if you want to check yourself accurately. Then try this test on your family. The illustration is reproduced by courtesy of the American Magazine.

Elam Flock

By JOSEPH LISTER RUTLEDGE

Illustrations by Roy Fisher

HERVE ADAMS' wife stared down the road to the valley, cupping her hands above her eyes as though, by that means, she might see what was transpiring there.

"What will a great lump of a man like Elam be doing with a wee laddie like that?" she demanded.

Herve shrugged his heavy shoulders. It was not the first time that he had been faced with that question.

"What'll he be doing when it gets sick? What does he know about babies anyhow?"

"No more nor we," Herve was stung to response.

A slight flush mounted to his wife's face. "I'd 'a taken him, anyhow. I'd 'a liked to have had him. I'm a woman an I'd 'a known how to manage—but Elam—"

"Why did he take the boy?" That was the only phase of the problem that interested Herve. To him it was inexplicable.

"Ye poor blind owl," scoffed his wife, "couldn't ye see that he was in love with her. Haven't ye seen him following her around with those great dumb-brute eyes of his, a-worshipping her and never finding words to tell her so. Can't ye see anything farther than the end of a plowshare?"

"But she married Harding?"

"Of course she married him. Who wouldn't have? He had that way with him. She loved him, too, I make no doubt. They were made for each other those two; she with her heart always laughing, like she had found something precious in any every-day thing, and him with his easy, care-free ways. But what has that got to do with Elam's caring. It takes two to marry but it don't take two to care."

"But the baby was Harding's." He held, stubbornly, to that one thought.

She smiled at his denseness with that little, superior air that every woman has when it is a matter of understanding. "He was Ann Merrill's boy to Elam," she announced with finality.

"You'd best go see, anyway," Herve growled, having no other answer.

She went, willingly enough, and found Elam, at last, working in the orchard. He had made a cradle of

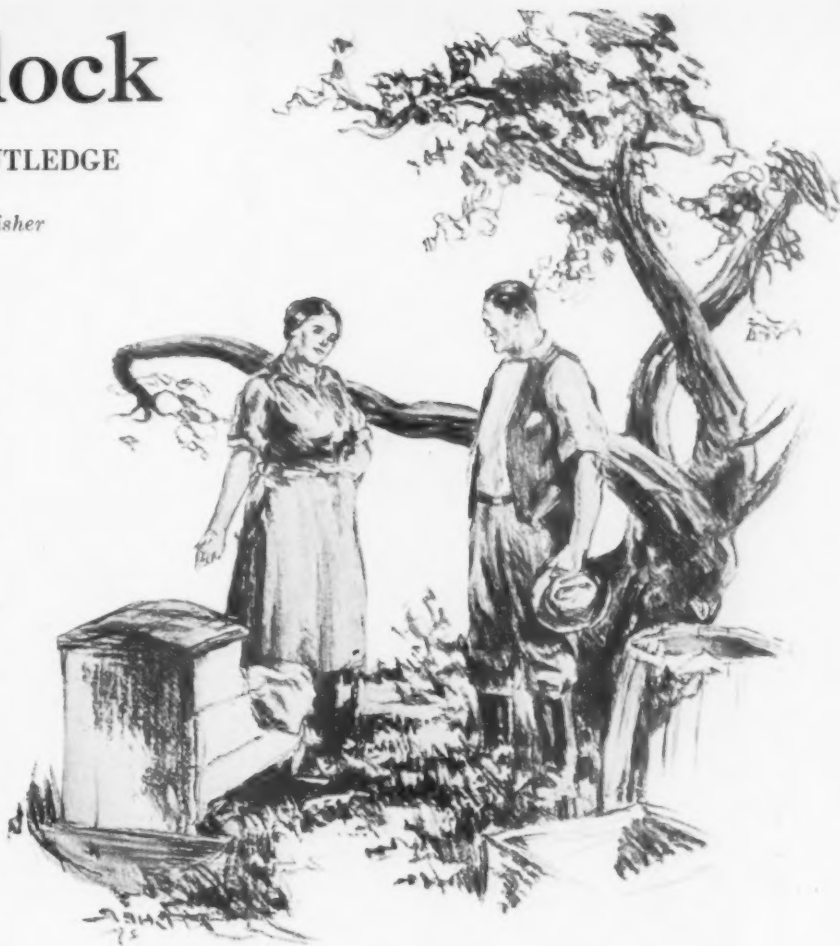
rough boards and the baby lay sleeping quietly in the shade.

"You'd best let me help you," she said, as he left his plow and came toward her.

"It's mighty good of you," he answered, slowly, "If you could show me how, I could manage."

He followed her to the house and watched with painstaking care as she did those things that, in his small knowledge, he had left undone. Her presence was a comfort to him, yet there was an underlying sense of antagonism about him, almost as though he were jealous of her care. But he was grateful, too, well knowing that he could not have managed by himself.

As the boy grew in strength and learned to walk, she came less often, and Elam seemed almost glad. Even the boy did not seem to miss her, but followed Elam, happily, on his daily round, laughing with glee when a squirrel frisked across the grass. And Elam, whose ways were not the ways of speech, would smile his slow smile in answer. They were contented days for Elam, for there was a shy companionship between the two that seemed to need no words.



"It's mighty good of you," he answered, slowly. "If you could show me how, I could manage."

Sometimes the old minister, passing on his rounds, would seek them out, and talk to the boy, trying to win his confidence, so that, though fearful of all things strange, the boy had grown to know him and to feel no fear. But for all that he would not leave Elam's side.

"Like a young colt with his mother," the old minister said. And Herve Adams, to whom he spoke, nodded understandingly.

"The lad will be dumb," Herve's wife broke in, "following him all day, with never a word spoken. It's cruel hard on a little child."

But the old man shook his head. "Not cruel," he said, "It's just Elam's way. He loves the boy."

"Elam can do a power of loving without words," Herve's heavy voice broke in.

HIS wife turned to him in surprise. She had not expected him to see so much. "He's Ann Merrill's boy," she said, in gentler tones, "but he's not like Ann, not gay and quick like her. Seems like he's not quite the same as other boys."

He was not quite like other boys. For all that he grew in strength, there was



"Gedge Halliday," he said, "killed—murdered—back of the harness shop. They phoned me a quarter of an hour ago."

some taint in him. There were times when he would fall, writhing and tossing, on the ground. Elam made no mention of this to anyone. But when these seizures came upon the boy, he would pick him up gently and carry him to his bed so that he might come to no harm. As the years passed, they came at longer intervals, so that Elam

hoped that they might disappear entirely.

It was when the boy was a scant fifteen, that there came the great apple year. The valley was white with blossoms and, as they set into fruit, Elam went to and fro among his trees rejoicing dumbly in the promise. At the

edge of the lane where the sun caught on his cherished line of Spies, the trees were bowing under their load. He carried stakes to support the laden boughs, and in all this work the boy did his share.

Even when the pickers came to the valley he was so interested that he almost forgot his fears. The tables piled



"I promised her." There was a ring of desperation in that speaking voice. "And I've got to keep my promise. I've got to take care of him."

high with ruddy fruit—the nimble fingers of the sorters as they judged and sized—the tap, tap of Gedge Halliday's axe as he pressed the laden barrels and fitted his hoops and liners—all were constant sources of wonderment to him.

Gedge Halliday was reported to be the best apple packer in the section; but for all that he was not in demand. There was nothing said against him openly, but the women did not like to have him near. So that while others were busy packing, Gedge found time to bring his gang to the valley, when Elam and the boy began to find the work much too great to carry by themselves.

Gedge Halliday was a large man with shifty close-set eyes and a loose mouth; a loose tongue, too, some said, that had got him into trouble more than once. But his great strength and his deft hands seemed to charm the boy with a subtle fascination. And Gedge saw it and was pleased.

His hoarse laughter, so new a sound in the valley, seemed to have laid a spell upon the lad. And often, in his work of carrying the apples to the sorting tables, he would stay for a while to

watch; so that after a little, he grew used to Gedge's boisterous ways, and would smile faintly at his awkward but sly sallies.

One day Gedge beckoned to the boy and, with a sly wink at his companions, led him to a shady spot under the trees, and took a bottle from a cool pile of grass.

"Have a sip o' that," he said; "ye'll like it." And the boy with fascinated eyes still fixed on Gedge's face, drank and coughed and, as the fiery liquor coursed down his throat, went deadly white.

"Ye ain't got no stomach," Gedge growled; then grinned in concert with the rough, unseemly guffaws of his fellows.

"Don't ye tell Elam," he said when, after a while, the boy had regained something of his color; and he shook his fist menacingly. "Don't ye tell him, or I'll bust ye one."

THERE had come a sense of fear in the boy's attitude toward Gedge Halliday, but his interest still remained. And Gedge fostered and encouraged this interest.

Once Elam saw the boy standing

there, and called to him. The gang heard, and laughed. "He don't trust you any, Gedge," they derided, and Gedge cursed profanely.

"I'll make the young calf eat out of my hand for that," he boasted; but they only laughed at him.

"You'd best have a care, Gedge. Elam ain't no calf. I wouldn't disturb him none."

"That dumb beast!" Gedge ended with an oath; but for all that he kept a wary eye on Elam.

But when he had gone to town for some necessary supplies, or was in some distant part of the orchard, Gedge, more than once, lured the boy to the tree where the bottle lay, and urged him to drink; and the boy obeyed fearfully.

Elam was a slow man, slow to see and understand, and when the packing was finished he thought no more of Gedge. He did not know that Gedge stopped the boy often on his way from school, and whispered evil things to him, and gave him drink. But Elam saw the growing fear in those wide eyes and sought, in his own blind way to find the reason. But terror of Gedge held the boy silent. (Cont'd on page 91)



"Go East, go West,
Go North, go South.
But whenever and wherever thou goest, eat
cheerfully of the food which the soil beneath thy
feet provides."

THE ever-increasing flood of travelers which one everywhere encounters, is one of the marvels of our time. The not very ancient academic notion that men should absorb their intellectual food from the stored-up experiences of the favored few who have wandered over the earth, has at last given way to the fact that it is the duty of every man to know the world first hand that his personal knowledge and experiences may presuppose his humanitarian and economic points of view.

In every literate age, men have taken a keen delight in travel and for many reasons, most of which may be readily reduced to two principal ones—pleasure and knowledge-accumulation. The one-time narrow limits of the formal school have given way to a contemplation of the entire world as a field to encompass within a lifetime, and there are plenty of men who after having so done, spend their final years in planning to reach worlds out and beyond this little one on which we live.

Until a comparatively recent period, the novelty and bizarre element has constituted the chief flavor of travel, and "manners and customs apart from our own have been held up as principal reasons for journeys to strange lands and climes. The real facts of our interdependence have dawned upon us so slowly, that most of us have thought of ourselves as thoroughly and permanently isolated from our brethren of other isles, only as it might become our pleasure to seek them out in the light of primitive and quaint folks blissfully ignorant of the things which have made us "great."

When the idea of world citizenship was first launched a few years ago, and the press took it up with avidity, the average man accepted it as simply another thing to help make conversation. Today the real man of the world accepts it as a thing which he must make constant attempt to live up to. A great deal of this attempt consists of so planning his life activities that he can get around over the planet for his knowl-

Down to the Sea in Ships

By JOHN W. CASTO

edge and information instead of borrowing it wholesale from his more energetic compatriots.

Scientific research takes some men afield. Others go for commercial reasons. Pleasure sends hosts of people forth for brief periods, while evil intent causes no inconsiderable number of men to venture far and wide. While all of these things are recognized as motives for travel, there is no escape from the human-relationships problem, and all service and non-service reactions which make up the complexities of society, obtain as a result of them. Men may follow scientific paths for selfish reasons, but happily most of them do so with the idea of securing new benefits for the world at large rather than some little part of it.

When one thinks of the thousands of heroic and sacrificing servants of all nations who labor in the mountains, the forests, the swamps, and search the skies, and dredge the depths of the seas to make an endless variety of mental and material contributions to our general well being, our hearts are opened not alone to those of our own tribal persuasion, but to the great mass of humanity which after all, struggles along to achieve a few common purposes. The new ideals in business send men abroad with entirely different attitudes than they one time had, and today the traveler meets his fellows who are as much intent, if not more so, on rendering service as in securing ample

profits in the various exploitation fields. Pursuit of pleasure apart from all other things will always impel some people to travel afar, but even a cursory examination of this situation will show that a large part of those who do this, are resting the while from service labors rather than following the lanes of travel because they have no other way of putting in time. This sort of thing is always well worth while if a man utilizes his travels to increase his circles of acquaintance and sympathies.

WE sometimes deprecate those whose interests appear to be concerned with the yesterdays of men and their devices. The archaeologist, and the antiquarian are too often thought of as bone-dust disturbers, who profane old sites and sepulchers, with no regard for the age which supports them. It may be, and is frequently true that such men do carry on to the point of obsession, but their enthusiasms are the same as those which animate men who do the things more popular. After all it matters little what period earns the affection of savants, if the fruits of their labors become common property and further a common culture. While the seemingly more erudite are concerning themselves with what is external and popular, the savants are turning over every stone and chip; carefully piecing together the story of mankind and providing themes and materials for every kind of artistry which seldom gives credit when and where due when sources of inspiration are involved.

The thoughts, aspirations, and actions of our fathers are everywhere apparent in the lovely things they have fashioned, and to touch them with our living hands is to feel anew, the warmth of their hands which committed them to our care and understanding. Thus the traveler who goes abroad to secure old treasures more often than not, brings back the bigger and better things which increase his appreciations, and he desires to give more unselfish service.

Though modern commerce owes as much to the spirit of adventure and desire to serve as it does to rivalries and profit motives, it is not the habit of the average man to be patient with the long periods of hardship and losses



which generally preface successful business careers and institutions. He wants quick results. In reality there are few if any large profits in this world if we are honest enough to go back to the beginnings of all business endeavors. We usually recognize what we think of as large profits because they repose in the hands of a few who are overshadowed by, and last to possess them, instead of being distributed throughout large provinces as the ultimates of many generations of hard labor and endless losses.

Success in getting people together is always largely dependent on one's ability to get them to park their prejudices outside the council chamber. "Of all things fatal to prejudice," travel undoubtedly ranks first because it confronts men with realities instead of shadows. The tendency to criticize and condemn the things about which one knows the least is a provincial one, and those who are guilty of such misconduct can best be cured through broad and liberal contacts with communities beyond their own, if they are not hopelessly mired in the sloughs of narrow thinking. Open mindedness is fundamental to all travel benefits, and one brings back only what his capacity permits, once he starts out.

To say that we see peoples but do not feel them, is to set the principal reason for travel aside. To see with one's own eyes the conditions under which men live and toil; to appreciate the ingenuities they must exercise to co-operate with nature in coaxing forth what the various portions of her domain can best produce; to think along with those who fashion for our comfort and enjoy none in so doing; to understand why it is and what it means to always discover what you need in transportation, material commodities and necessities, and personal protection waiting for you in the most strange and out-of-the-way places, is to realize the utter impossibility of returning to the narrow limits of old-time living and thinking. The kingdom of this world belong to all who will arise and possess them, and men of every race and time stand sponsors to this truth, once the walls of prejudice and provincialism are overthrown. And these kingdoms are resident in men themselves rather than in gaudy symbols of sovereign will and force.

One's travels are profitable only as they build into his life and ways of thinking, those kindly considerations for those who make his comings and goings possible and increase his respect

for alien peoples, and the courtesies due them. The seasoned traveller realizes this, and if he will but list and analyze the many types of service necessary to his travels, he will at once admit that they are present because men have the will to do and carry on in accordance with their own minds or those of others who have much

better powers of direction.

There is Ali Mohareb who safeguards you when the fanatics shriek around the shrine. Thousands of miles away from him, his leathery face smiles at you through your window as you do things far removed from those concerned with your travels. Demetrius who kissed you on both cheeks and placed a garland of flowers around your neck when you left Tegea, spoke to you this morning and bade you pass on the spirit of affection which prompted him to so treat you when your train began to move. Netta of Napoli handed you a nosegay one sunny afternoon near the Piazza Dante, and its perfume lingers with you like a benediction. Juan and Pancho drove themselves for hours without rest to get the casing in that you might purchase your motor fuel at almost every street corner in your own, or any other town. The Forum, the Acropolis, the Pyramids, are remembered not so much for what they were intended to be and are, but as testimonials to the labors of generation upon generation of men who have made it possible for us to increase our capacities for respect, affection, and service. They died that we might live more abundantly just as truly as do those who pass out with the tide of our time, for what they did, beautifies everything upon which we look, and makes life pleasant.

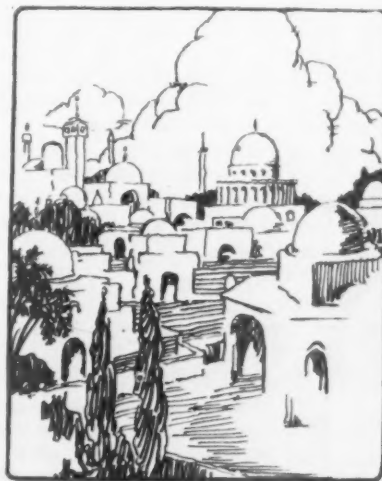
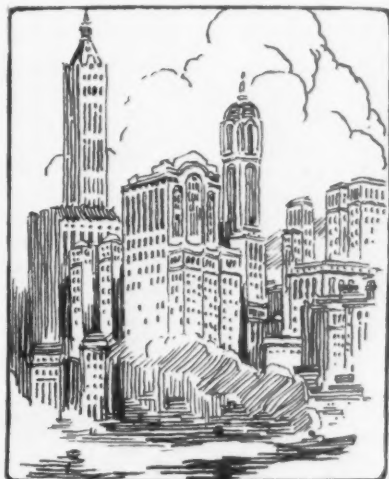
Even the beggars teach the traveler a kind of rollicking good nature which stands one well in hand in troublous times when the breaking point threatens one's sense of peace and security. If poverty, indecency, and brutality appear to prevail in certain places, even such things are of considerable illustrative value to the traveler as they prompt him to lend a better degree of effort to movements for universal betterment. He can always find plenty of home conditions which should have his attention, but he is not always mindful of these. Travel often brings about a two-fold reaction in that men are moved to render a service at the domestic as well as the foreign end of their experiences.

Black skins under Africa's blistering sun; eyes aslant in the narrow crooked streets of the Far East; grim fellows who fish the northern seas; indolent children of enchanted isles; all these and more tell the story of our delightful habitation, and its friendship possibilities; once we make contact with it and desire to serve it.

IT is very easy to assume that certain creeds and political ideas impose themselves on certain peoples, and that from that time on, they become almost wholly the products of these things. It is true that credal and political notions do have a great deal to do with externals, and even what becomes the ingrained thought of peoples. Our exaggerated nationalisms are ample proof of this, but when all has been said and done, we are simply billeted with a lot of folks arranged in various-sized collections and having the same fundamental needs throughout, with pretty much the same inclinations and devices to satisfy them.

The inflexibilities of provincial classes and social formalities have considerable to do with both the unwillingness and inabilities of numerous travelers to acquaint themselves with the real people of foreign countries. Such charity lacks as characterize one's home

relations are generally carried abroad unless relief from conventionalities is sought through travel. Even then, travelers are prone to almost, totally misinterpret alien customs and attitudes because (Continued on page 86)





The Making of the Flag

By WALTER CLARE MARTIN

Illustration by W. H. Hinton

AND what is the great flag made of? Who lives, of Freedom born, so lost from all tradition he holds it something made by hand or loom—cloth from the mill—a thing of patterns, hues and silken filaments?

Nay, 'tis the picture of the nation's soul—dyed with our passions, corded with our powers. It swings to our ambitions, high or low. It means the land and those that dwell upon it; the air and those that breathe; the grave, and all the mighty multitude that Memory keeps in her eternal cloisters, heirs of the spirit whose dissolving earth goes to enrich the roots of Liberty.

It means the sky that spans us and inspires. It ripples with our rivers, floats with our winds, billows with the motion of our seas. It bears the fires of sunset and of dawn. All that we feel of grandeur, or learn of art, or contemplate of beauty, make our flag.

Its cloth is made of our mortality—our births and deaths, our loves and sins and griefs and exultations. Our every act and transitory word are caught by its absorbing folds and blended

with the indelible hues to enhance the lustre or to add a stain.

It draws its glory from the lives we live. Its stars reflect but our intelligence. Its white is no purer than our best ideal. Its glowing red sucks from the heart that bleeds in duty and in sacrifice its sustaining substance and vitality. It is susceptible to our briefest will. It droops with cowardice and soils with sin. Each act of baseness makes one rotten thread. As the outer symbol of our inner selves it can proclaim no truth and no devotion that has not within our spirit and our flesh the deep original.

If against the occasional shame that clouds our historic skyline we turn our backs, purge our hearts clearly and exalt our aims, courageously casting from the scarred shoulder of civilization its load of ignorance and its cross of fear, fixing our intellect on the inevitable dawn, then shall the American flag glow steadily before us and above us like a Holy Grail, leading us into that millennial age of men who love but light and truth and justice and women whose beauty reaches to the soul.

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"Flag Day" is annually observed in the United States on the 14th of June. On June 14, 1777, the Congress of the United States resolved "that the flag of the United States be of thirteen stripes, alternate red and white; that the union be thirteen stars, white on a blue field, representing a new constellation." This was the origin of the "Stars and Stripes" although later the design was definitely fixed at seven red and six white stripes and an additional star to be added for each new state admitted into the Union.

The Tools of Our Industry

Shall We Scrap Them?

By C. C. STUTZ

Member of the American Society of Mechanical Engineers and Secretary of the American Institute of Weights and Measures.

A SEVERE and uncompromising lecture is addressed to American Industry and Trade in an article by Aubrey Drury entitled: "Modern Trade—Antiquated Tools" which appeared in the February issue of THE ROTARIAN. According to this writer it would appear that the millions of Americans occupied in industry and trade are sadly deficient in common sense, short-sighted and altogether foolish because they refuse to discard their customary English System of Weights and Measures in favor of the Metric System.

It is maintained that English-speaking peoples muddle along with Stone Age tools of trade, that they transact their daily business with decrepit medieval relics, that they are governed in their trade transactions by crude rule-of-thumb measures which are a survival of barbarism thus implying that they are still barbarians though living in the Twentieth Century. They are accused of not even knowing the absurd unrelated units in which they are supposed to deal which to the mind of the accuser reveal themselves in their grotesquery and diversity and therefore should unhesitatingly be condemned to oblivion as clowns of commerce. Thus is American Industry and Trade put into the pillory, abused, ridiculed, rebuked, and denounced.

I am sure few of us engaged in the every-day business of America were aware that our activities deserved such an arraignment. However, inasmuch as such a charge has been brought, we naturally ask ourselves a few questions.

These denunciations it seems are mainly based on the supposedly unanswerable argument of "World Uniformity." We evidently are unwilling to discard in answer to this plea the tools we have used and are still using in the building up of our industry and trade. The metric enthusiast is strong for world uniformity in weights and measures—provided, of course, it is based on the metric system. This argument at first glance may carry to the unthinking a certain natural appeal. How comforting it

would be if the whole world spoke the same language, of course not Polish, Russian, or Chinese, for instance, but just plain English. Naturally the Pole, the Russian, and the Chinaman will agree with this sentiment "provided" his own language is to be the universal one. Still we cannot help but admit that as far as humanity is concerned, and also in nature, diversity is the keynote. The former grows out of national and racial characteristics and environment to which our late President Wilson called attention when he spoke of the "self-determination" of peoples. A standardized world is about the last thing that can happen. In fact languages have increased since the World War. Is not Ireland discarding English and reviving the Gaelic?

Properly applied, uniformity is a great asset, an asset we in America enjoy to the fullest extent in the matter of weights and measures. Here we speak a language known to every man, woman and child. A bolt made in New England will fit a nut manufactured in Chicago and a wrench produced in Brooklyn will turn the nut. This uniformity typified in the system of interchangeable parts, a truly American achievement based on our English system has given us advantages in pro-

duction, costs, and trade. Do metric countries such as France, Germany, and others enjoy a similar uniformity? The casual traveler abroad will be inclined to answer in the affirmative. If, however, he is able to speak the language of the country and takes the time to study conditions he will be surprised at what he finds. In France, where the metric system originated, in spite of the absurd story that James Watt invented it, and where compulsory laws for more than a generation have compelled its use, we find for instance that pipe and pipe fittings are still manufactured to the English system. When in 1906 (after 70 years of compulsion) the French Minister of Commerce demanded that only metric units be used in manufacture, the Chamber of Commerce of Amiens declared that "such a radical and immediate suppression would cause profound disturbance in many industries!"

Elsewhere are shown the scales commonly used at the present time in Belgium, a country which became metric in 1830. In Germany numerous laws allow the use of English and other units in certain lines of production and trade as shown in Consular reports to the U. S. Department of Commerce. Real estate is sold almost exclusively in the old units. When last fall, foreign representatives met with American engineers in New York, the visitors were asked to what extent English screw-threads were used in Germany, a German manufacturer of bolts stated

that his firm used English threads exclusively. A German professor stated that, generally speaking, 60 per cent of the thread used in Germany is English and 40 per cent is metric. Similar conditions exist in all other so-called "metric countries."

The South American countries in this respect are the most prominent offenders against their own laws. In the bulletin of the Society of Engineers of Peru, a country metric by law since 1866, Senor Carlos Basadre has this to say: "What has really happened is that the metric system has become mixed, (Cont'd on page 87)"

The Other Side of the Shield

NOT long ago we presented "Modern Trade—Antiquated Tools" in which Aubrey Drury urged the advantages of the metric system and suggested that it be applied to industrial measurements. The suggestion evoked comment both for and against such a plan. We are therefore taking this opportunity to present the views of the dissenters as expressed by C. C. Stutz. By reading both these articles Rotarians will be placed in a better position to judge whether or not the advantages of the metric system would be greater than the cost of installing it—or vice versa.

It is not so long ago that a world standard of any kind whatsoever was a physical impossibility. With the notable advances in communication made during the last two centuries the respective nations are now in a much better position to note the differences in their standards of measurement both physical and mental. Whether or not they will conclude that these differences are not insurmountable; or that each might sacrifice something to the common good; only the future can show. Two divergent, though not necessarily opposing, currents of thought are apparent in all modern civilization. The first aims at reconciling, so far as possible, the differences between nations. The second impels an accentuated nationalism. It is entirely possible that these trends will culminate in a middle road of some sort.

Facts and Figures from the District Conferences

Reports from practically all of the districts in Rotary indicate that about 40,000 Rotarians and guests attended the conferences held in various lands. All of this year's conferences set a high standard for constructive and enthusiastic work.

The scope and power of a district conference is provided by constitutional enactment. A conference may act upon matters of importance in its own district and may also consider or pass resolutions recommending action or legislation by Rotary International. Confer-

ences are held at least sixty days before the International Convention, the date being arranged by a majority of the clubs in the respective district.

Members are entitled to vote on all questions presented at district conferences, save on the election of a district governor nominee. For this selection each club in each district selects an elector for every twenty-five or major fraction thereof in its membership, the electors then voting for a gubernatorial nominee for the district.

District	Where Held	Date	Registered Attendance			Number of Clubs in District	Number of Clubs Not Represented	Name of District Governor	Name of District Governor Nominee
			Men	Women	Total				
1	Portland, Oregon.....	Mar. 22-23-24	1,116	765	1,881	44	0	Frank C. Giggs.....	Edmund W. Campbell.
2	Fresno, California.....	Mar. 19-20-21	2,387	990	3,377	99	3	Harry S. Mason.....	Thomas B. Bridges.
3	Monterrey, Mexico.....	Mar. 2-3-4.....	145	281	426	9	0	I. B. Sutton.....	I. B. Sutton.
4	Saskatoon, Sask.....	Apr. 20-21.....	304	147	451	24	0	Frank C. Wilson.....	Geo. C. Rooke.
5	Pocatello, Idaho.....	Apr. 16-17.....	296	131	427	22	0	Charles E. Dinwoodey.....	John Edward Carver
6	Helena, Montana.....	Apr. 13-14.....	209	86	295	15	0	Alfred Atkinson.....	Henry S. Gatley.
7	Colorado Springs, Colo.....	Apr. 16-17.....	398	292	690	29	0	Richard E. Tope.....	Harry C. Brown.
8	Portland, Maine.....	Apr. 23-24.....	793	350	1,143	50	0	Herbert C. Libby.....	Eaton D. Sargent.
9	Hibbing, Minnesota.....	Apr. 23-24.....	694	208	902	35	0	Edward F. Flynn.....	Edward A. Silberstein.
10	Madison, Wisconsin.....	Apr. 28-29.....	1,292	631	*1,923	56	1	Herbert N. Laffin.....	†Lee C. Rasey (10). Barton E. McCormick (13).
11	Fort Dodge, Iowa.....	Mar. 23-24.....	584	282	866	55	0	Charles H. E. Boardman.....	Al. Falkenhainer.
12	Enid, Oklahoma.....	Apr. 16-17.....	1,181	599	1,780	67	0	Thomas W. Butcher.....	John R. Dexter.
13	Galveston, Texas.....	Mar. 9-10.....	587	253	845	85	6	Harry H. Rogers.....	†Walter D. Cline (41). Sidney L. Hardin (47). Bruce Bogarte (48).
14	Sedalia, Missouri.....	Mar. 26-27.....	602	143	*745	24	0	Frank B. Rollins.....	John C. Hall.
15	Fort Smith, Arkansas.....	Apr. 21-22.....	858	390	*1,248	46	1	Ed. G. Sharp.....	Frank L. Brittain.
16	Memphis, Tenn.....	Mar. 24-25.....	815	499	1,314	41	2	Milton C. Smith.....	C. Hamilton Moses.
17	Jackson, Mississippi.....	Mar. 12-13.....	508	197	705	37	1	James G. Palmer.....	Richard G. Cox.
18	London, Ontario.....	Apr. 16-17.....	517	190	*707	57	0	Grover C. Good.....	†Wm. R. Yendall (23). Percy V. Dawe (35).
19	Omaha, Nebraska.....	Apr. 2-3.....	624	328	952	38	0	Oscar A. Rofelty.....	Burton H. Saxton.

*Estimated attendance. Official report not received for this district.

†Redistricted; governors nominated for each district; new numbers of districts are indicated.

District	Where Held	Date	Registered Attendance			Number of Clubs in District	Number of Clubs Not Represented	Name of District Governor	Name of District Governor Nominee
			Men	Women	Total				
20	South Bend, Indiana	Feb. 23-24	802	350	1,152	53	1	Robert E. Heun	Benjamin Sherwood
21	Canton, Ohio	Apr. 2-3	584	310	903	34	0	Clarence H. Collings	Leonard T. Skeggs
22	Steubenville, Ohio	Apr. 30-May 1	165	87	*252	32	2	Charles D. Simeral	Samuel C. Carnes
23	Louisville, Ky.	Mar. 24-25	721	367	1,088	60	0	William J. Craig	†J. Robert Kelley (18). Leonard C. Lamb (52).
24	Clarksburg, W. Va.	Apr. 20-21	380	176	556	27	1	F. Roy Yoke	Jed W. Robinson
25	Cienfuegos, Cuba	Feb. 15-16-17	153	80	233	12	0	Dr. Julio Hernandez Miyares	Dr. Julio H. Smith
26	Mobile, Ala.	Mar. 16-17	343	211	554	26	0	Herman L. Turner	Emory Folmar
27	Hamilton, Ontario	Apr. 16-17	788	416	1,204	42	0	John T. Symes	Sidney B. McMichael
28	Quebec, Quebec	Mar. 2-3	351	132	*483	37	2	Clarence B. Williams	J. S. Royer
29	Lake Mohonk, N. Y.	May 14-15-16	627	205	*832	40	0	Alexander Caven	James A. Garrity
30	Pittsfield, Mass.	Apr. 16-17	420	35	455	36	0	Albert E. Lavery	John Alison
31	Boston, Mass.	Apr. 21-22	664	0	664	34	1	Elmer E. Hubbard	Harry H. Williams
32	Yarmouth, N. S.	Apr. 28-29	120	63	*183	12	0	G. Prescott Baker	John A. Young
33	Pittsburgh, Penna.	Mar. 19-20	538	321	859	45	0	Emmett E. Bailey	William Charles Wallace
34	Lancaster, Penna.	Apr. 1-2	395	253	648	34	0	Roy Danzer	M. Ward Fleming
35	Williamsport, Penna.	May 7-8	650	404	1,153	58	1	Cornelius D. Garretson	†Ezra H. Ripple, Jr. (51). Gilbert J. Palen (50).
36	Asbury Park, N. J.	Mar. 12-13	435	0	435	42	0	William C. Cope	Peter K. Emmons
37	Richmond, Va.	Mar. 26-27	1,237	523	1,760	52	0	M. Eugene Newson	Charles J. Smith
38	Columbia, S. C.	Apr. 16-17	481	242	723	33	0	G. Heyward Mahon, Jr.	Fred Kent
39	West Palm Beach, Fla.	Mar. 19-20	751	390	1,141	53	0	William C. Lanier	John B. Orr
40	Moline, Illinois	Apr. 30-May 1	441	156	597	32	1	John W. Casto	E. N. Herbater
41	Belleville, Illinois	Mar. 30-31	597	147	744	69	2	James L. McConaughy	†Myron L. Pontius (44). Peter J. Kolb (45).
42	Las Cruces, N. M.	Mar. 13-14	114	49	163	13	3	Charles M. Barber	Henry T. Fletcher
43	Phoenix, Arizona	Mar. 16-17	402	225	627	19	0	George H. Todd	Lester Ruffner
46	Milan, Italy	Apr. 21-22				9		James Henderson	Giorgio Mylius
49	Lyon, France	Mar. 8-9				4		Marcel Franck	Marcel Franck

*Estimated attendance. Official report not received for this district.

†Redistricted; governors nominated for each district; new numbers of districts are indicated.



"Thus I make her very happy and thus I save the cost of a new hat."

Illustrations
by Garrett Price

I ENTERED the large and impressive private office of my friend, Eversharp Burroughs, just as he pulled a long ribbon of rustling paper from the protesting interior of a complex and intricate calculating machine. He surveyed the strip of paper with what appeared to be savage satisfaction and then pressed a button and the machine subsided its rustling ticking and low-voiced clacking with a tired sigh. I sighed in sympathy; one did feel that way after spending a few hours in the company of Eversharp Burroughs, the world's most renowned statistician and eminent business philosopher and prophet.

He surveyed me grimly. He waved the strip of paper before my eyes and unintelligible sounds came from his throat. Prolonged speech threatened, and recognizing the symptoms I protested: "Really, Eversharp, I only dropped in for just a minute. In a terrible rush and all that sort of thing. No less than seven editors are keeping the wires hot urging me to write feature articles for them. Must push along, old bean. Just dropped in to sharpen a dozen or so pencils with your most excellent pencil-sharpener. Rushed to death if you know what I mean."

"Liar!" declaimed Eversharp heatedly. "What is that thick envelope protruding from your pocket?"

"Er-er, a-a rejection," answered with all of the dignity I could assume.

He chuckled. A mean sort of a chuckle it was.

"Besides," he said tartly, "You never owned a dozen pencils in your life. My secretary tells me that the last time you were in here an inventory of pencils taken immediately after you left dis-

We Lie Alike

By HARRY BOTSFORD

closed the fact that three of the finest were missing. Have you anything to say in defense?"

"If," I replied, "I inadvertently walked off with some of your cheap pencils you may be assured that the act was purely absent-minded concentration on some of the great problems of the day, matters of deep import on which I was, no doubt, engaged at the time to which you refer. I may add that I have no recollection of committing this petty theft of which you complain."

"A very fishy explanation," he commented. "However, knowing that you have plenty of leisure I propose to give you the advantage of the information which this paper contains—the net result of a month's time and concentration by my very large and efficient office force. I have reached the astounding conclusion that if all the lies that the average man told in the course of one month were placed, end to end, they would reach from the center of Orion to a point slightly Southwest of Mishawaka, Indiana, and thence in a northerly direction to the Municipal Cyclone Cellar of Zero Falls, Alaska!"

"My dear friend!" I protested after considering fully the import of the information volunteered, "This constant juggling of figures and this constant perusal of cycles and business charts has been too much for you. No doubt your once mighty intellect is reeling on its throne; unquestionably the hand that rocks the adding machine is suffer-

ing from ingrowing inertia. You are, my dear Eversharp, suffering from a complex of some malignant nature. The thing for you to do is to be phy—"

"Bunk! Nonsense!" he retorted in his firm, domineering manner. "I'm far saner than you are. I say all men are liars—otherwise this land would be filled with weeping and wailing and gnashing of teeth and business and professional life would be at a very low ebb and unhappiness would flood the world."

"You are a cheap cynic!" I charged.

"I am not afraid to face facts," he stated. "I say that life would be unsupportable without lying; I state that much unhappiness would result if these lies were not told. I am not a crusader; while the facts I have uncovered about the art and science and extent of lying are interesting they do not represent a cause for real alarm."

"Lies," I recalled, "went out of fashion as business and professional tools, along with Gladstone collars and suspenders."

"You are like the rest of them," he said. "You have reached a point where you lie and accept lies unconsciously. More and better lies are being told every day."

"You may be right. But I doubt it; it does not seem possible," I faltered. Past experience has taught that arguing with Eversharp Burroughs is a futile waste of time and energy.

"Touching on that rejection you carry in your pocket," he resumed intently. "May I see the letter the editor wrote you. I merely wish to prove to you that lying is done now and then by the best of men and in the so-called

profession of literature untruths are often and frequently told in the guise of golden phrases."

"You're dead wrong there!" I defended. "Editors are gentlemen of high moral character. They would not stoop to lie or trifle with the truth."

HE examined the letter and chuckled softly. "I thought so," he ejaculated joyfully. "He says that he returns your most interesting story because his publication is well supplied with material at present and he hopes you will experience no difficulty in disposing of it elsewhere and signs himself 'Your obedient servant.' Now I have on my desk a letter from this very same editor asking me for an article. That proves that he is not well supplied. Now do you really suppose he really hopes you dispose of the article? Don't you suppose this letter is probably known as 'Form 567890' in his office and sent out with all rejections? Eh? And do you suppose he, for one measly moment, considers himself as your obedient servant? Eh? Try treating him like a servant and see what happens! Order him to pay you thirty cents a word for some of your mediocre outbursts. Do you know that my analysis has proven that during the course of an eight-hour day that the average editor tells —"

"Stop!" I cried hoarsely. "Cease! Would you destroy my faith in those with whom I deal? Would you ruthlessly tear down the high reverence I have for editors, all and sundry?"

"Your reverence is largely built on the size of the checks which editors send you," he commented briefly and sourly — and untruthfully.

"But professional men, now," I asked, anxious to secure other angles of his distasteful subject. "Surely they do not lie; do they not swear a sort of an oath to tell the truth, the whole truth and nothing but the truth?"

"Maybe!" he admitted. "Most of 'em forget it pretty promptly if they do. Take a doctor, for instance. The patient is in pretty bad shape and if the patient doesn't realize the seriousness of his state, he may recover. He asks the doctor what he thinks of his condition and the doctor is bound to tell him—a lie. Otherwise the patient might die. And isn't it true that very often a doctor tells a patient 'Now this won't hurt; all you will feel will be a little prick and after that no pain whatever'?"

"Don't they!" I agreed heartily, bearing in mind twelve weeks spent in a sanitarium.

"Exactly!" nodded Eversharp. "Did I ever tell you about the time I was operated on for —"

"Some other time," I fended. "How about lawyers? Do they lie?"

"Many a time and oft," he answered. "Necessary and essential lies, too. As a matter of fact the art of lying owes

much to the legal fraternity. Some of the best lies ever told have been told by lawyers. By this I do not mean to cast aspersions on the profession; far from it, as a matter of fact they should point with pride to the fact. Would they be justified in telling a client that he did not stand a burglar's chance in a pending legal action? No! Why?"

"I'll bite," I said hopefully.

"Because evidence and legal points may come up in the action that will completely change the aspect of the case," he answered. "Such is very often the case. It is usually worth while to bring any case to trial although it may not be sound policy to tell the client that, as conditions exist, no chance to win appears to present itself. A little lie may work out advantageously, you see."

"That reminds me of the time my Aunt Martha sued the railroad company for a cow one of their trains hit. She hired a lawyer named —"

"Some other time, my dear fellow!" interposed Eversharp. "Let us stick closely to the subject of lying, past, present, and future. My investigation has brought forth the fact that married men are much more accomplished liars than single men. My analysis has further information on this subject which discloses the fact that the better liar a man is the happier is his married life."

"How do you account for that?" I questioned. "Why? Can you prove it?"

"I am not in the habit of making statements that I cannot prove," was the uncompromising answer. "As a married man you should instantly agree with me. But like most other men you have reached a stage where you cannot tell a lie when you see it—or utter it. It is policy for a married man to lie frequently. It makes for happiness in the marital relations. The excellent liar is a tactful individual. When my wife appears

in a new hat and asks me how I like it, I beam and say 'Splendid!' although the hat may not become her. Thus I make her very happy and thus I save the cost of a new hat. The economic advantages of lying are so great that it would take a truly great philosopher to fully appraise them. If there are lumps in the oatmeal and my wife asks me if it is all right I affirm that the mess is delicious. Otherwise there would be a row; the cook would be called in and scolded and would, perhaps, leave us forthwith. In any event telling the truth wouldn't make the oatmeal any more palatable."

"What you need," I suggested, "is a new cook."

"A remedy we have tried no less than nine times in the past six months," he countered dryly. He picked up several closely typewritten sheets and again resumed the subject. "When it comes to automobiles, the truth is not in the automobile owner. He tells of great mileage—of a speed that is not only impossible but illegal. He boasts to his friends of his car's performance—and privately he profanely consigns the car to the uttermost depths of a certain fiery furnace. And when he starts out to buy a new car he always tells the salesman that he, personally, wouldn't think of disposing of the old buss but his wife is set (Cont'd on page 84)



"I lie deliberately and tactfully and I praise his hobby, his choice, and his good taste."

Adventures in Classifications"—The Engineer

With Rod and Transit

By HARWOOD FROST

ONE of the most pleasant and interesting recollections of my travels is of a trip made some years ago in the western part of the United States over the Denver and Northwestern Railway, better known locally about Denver as the "Moffatt" road. This railroad leads from Denver, over the great Continental Divide, to Salt Lake City, and reduces, by some remarkable feats of engineering work, the distance between these two cities by approximately two hundred miles, shortening the train time by more than ten hours. Every year 150,000 or more passengers are carried over this road, the great majority taking the one-day trip from Denver to Arrow and return, a distance of 76 miles, passing through 34 tunnels, over high trestles, around curves, loops, and zig-zags, and through banks of perpetual snows, rising upward by a regular grade to an altitude of 11,660 feet at Corunna, the stopping point at the summit of the great divide, and the highest point in the world reached by a standard-gauge railroad.

At this high point there is a great snowshed a mile long, and here the passengers have the rare experience of snowballing in midsummer. From this point a magnificent view is obtained; the visitor looks out over a wonderful panorama of mountain scenery which he can describe only by superlative adjectives. One of the party I happened to be with remarked that "Moffatt deserves all the profit he can get out of this road."

"That may be true," I replied, "but where does Mr. Sumner come in?"

"Who's he?" asked my companion.

"Oh," I replied, "he's only the engineer Moffatt hired to build the road, who comes in for a modest salary and no fame."

It reminded me of an old poem that appeared in one of our engineering journals many years ago, entitled "The Engineer," which ran like this:

Who comes with Faber sharpened keen,
With profile long and sober mien;
With compass, level, rod, and tape,
And glittering axe to swat the stake?

The Engineer.

Who sets the level, bends his spine,
Squints through his glass along the line,
Waves both his arms at rapid rate
And yells to "Hold that bloomin' rod up straight"?

The Engineer.

and so on through several verses which I will not repeat, ending with:

Who, after all, commands your praise
In spite of his peculiar ways,
While others harvest all the gains
That flow from his prolific brains?

The Engineer.

Who always has a way to span
The swiftest stream that ever ran,
And gives to commerce, strength and speed
To satisfy a nation's need?

The Engineer.

He will, when science rules the mind,
Be hailed the savior of mankind,
And all the world will rise to bring
The praise and honor due to him.

These lines were written around the personality of a prominent engineer and one of the leading engineering educators of America, with an idea of nothing more or less than humor, and while something of a humorous nature may possibly be found in the picture of an engineer squinting through his glass, swinging his arms, and yelling, as he locates the boundary line of a prairie farm, it is difficult to imagine anything humorous in the locating and building of a standard-gauge railroad at an altitude of nearly two and a quarter miles, over the rocky backbone of the American continent.

BUT how many of the thousands of visitors who are safely carried through these gorges and tunnels, or hang on by the skin of their teeth to the side of a mountain slope, appreciate the service of the engineer who made possible this experience and upon whose work their safety depends? The engineer truly deserves your praise and honor, even if others do, as is usually the case, "harvest all the gains that flow from his prolific brains." In the short time I spent in Colorado I saw railroads running through gorges and deep ravines, over lofty trestles, and climbing high up the sides of steep and rocky mountains; I saw tunnels and marvelous bridges, great reservoirs and irrigation canals that have turned the sandy plains into flowering gardens, deep mines and broad farms worked by the most modern mechanical methods—altogether probably a more remarkable gathering of examples of the nobility of the engineering profession, and a more remarkable evidence of the service of the engineer to mankind, than can be found anywhere else in the world within the same space.

Engineering as a profession is of comparatively recent development, more recent than we are apt to realize. The practice of engineering, under whatever name such work was then known,

extends back to the earliest dawn of human history; excavators have unearthed ruins of great construction works thousands of years old; in various parts of the world are examples of the high engineering skill of prehistoric peoples; we have records of the expert metal workers and harbor engineers of Phoenicia, the mines of Ophir, the Temple of Solomon, and the "Seven Wonders of the World"—nearly all of them achievements of the engineer. Where in the world can be found more worthy monuments to the constructive ability of man, ancient or modern, than the Sphinx, the temples, and the great pyramids of Egypt? In ancient Greece engineering reached a high point of development and a few honorable names have come down to us through the centuries: Diognetus, the engineer of Walls and Defense; Mandrocles, the bridge engineer; Hippocrates, the father of sanitary science; Archimedes, the mechanic; Euclid, the surveyor and geometrician; Hero, the steam engineer. But it was during the existence of the great Roman empire that the ancient science achieved its highest distinction, through the efforts of a legion of engineers whose names have, unfortunately, sunk into oblivion, but whose ability and whose service to their country are attested by the remnants of their roads, waterworks, bridges, palaces, stadia, and other buildings that today remain as monuments to their genius. A little later we find engineering science forced into the background through the advance of superstition and religious fanaticism, so that the Middle Ages saw only the expression of individual genius in its engineering achievements, such as the works of Michel Angelo, Leonardo da Vinci, and various members of the clergy, principally in the architectural design and in the construction of the wonderful cathedrals and palaces of that period.

COMING down to our own day of common-place utilitarianism, we do not look upon accomplishment in engineering as the work of inspiration of individual genius as in those ancient and mediæval times. In St. Paul's Cathedral in London is the famous inscription to the memory of Sir Christopher Wren, the architect: "*Si Monumentum Requirit, Circumspice*"—"If you would see his monument, look about you." It is truly a worthy monument,

and the inscription represents something of the spirit of his time; but times have changed, and the modern engineer does not seek to build monuments upon which he can write his name in solitary state; he looks upon his mission rather as an opportunity for service to mankind. He does not seek to impress upon the world the capabilities of his own mind; instead, he seeks to draw from the world's vast storehouse of experience those facts best suited to the practical purpose of his work and then to mold his own ideas and plans accordingly.

Modern engineering, even to the practical non-technical mind of the layman, opens up a world of magic that surpasses in actual achievement the fiction of mythology. Few there are other than those in the medical profession, or who are preparing for it, who care to read reports of hospital cases or essays on curative science; few there are who are not engaged in the practice of law, or who are preparing for it, who care to delve into equity reports or to analyze judicial decisions. Professions which have to deal with human suffering or human wrong lack popular attractiveness, however highly the labors of their representatives may be valued or honored.

But who is there who read of the reclamation of a district from the sea

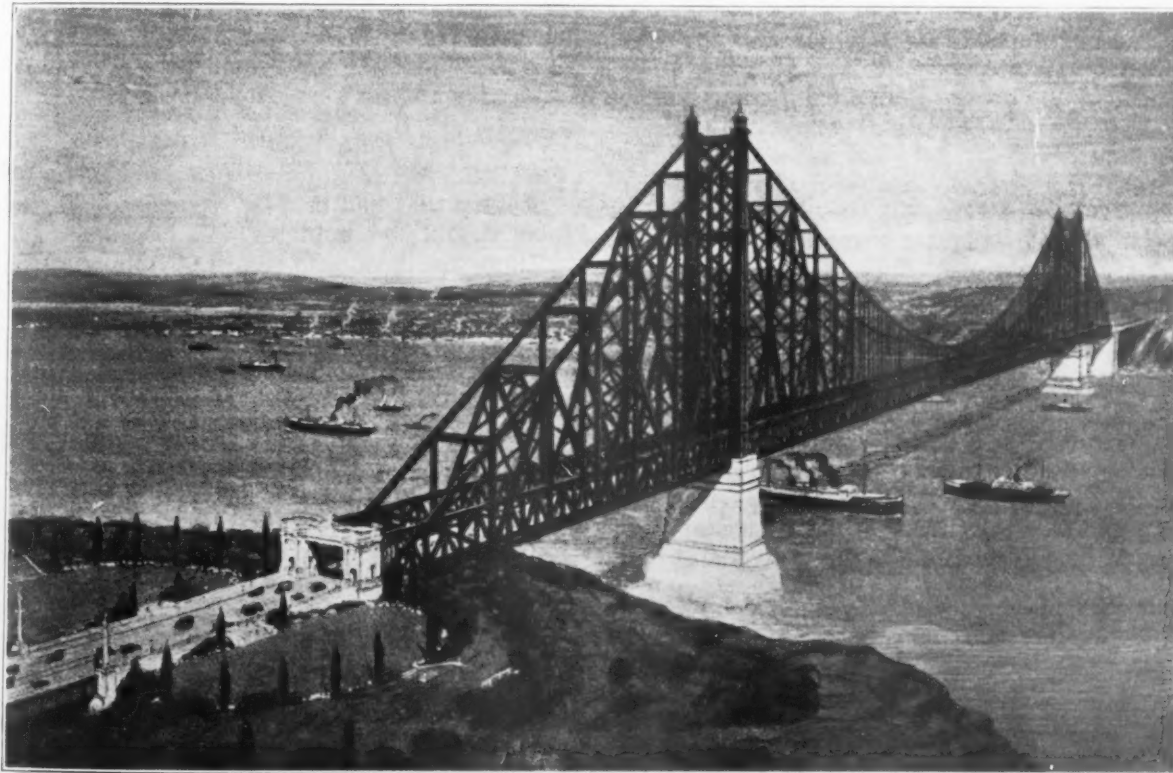
or the transformation of an arid desert into a fertile garden; the floating of a navy in an artificial harbor where before were only shallows and sands; the cutting of a channel to bring pure water through a mountain and through miles of rocky wastes for the supply of a great city; the uniting of countries by telegraphic cables or wireless methods of communication; the erection of a forty-story building or the construction of a great ocean steamship. Who can read of these and the many other great works of engineering without feeling some inspiration of wonder and admiration for the ability of the man who did it—the man who conceived a vision and who made it a reality, but whose name is not engraved upon his work? As some poet has expressed it:

Some men who see rare visions rest content
To see them and to let them fade away;
Not so with him: to him the vision meant
The call to toil to make the vision stay.

The work of the engineer is done, his service rendered, without the blare of trumpets or the beating of drums, but to his work we confide our bodies, which we generally deem of more value than our souls, every time we travel on land or on water, every time we step into an elevator to go up to our offices; we are, in fact, using his services every time we take a drink of water or eat a piece

paper. It is only during recent years, however, that this service status of the engineer has been reached. One hundred years ago the only real work, in the modern engineering sense, was the construction of canals. Engineering, as a profession, was then divided into only two classes: Military, which pertained to all the operations of war; and Civil, which covered all other constructive operations. Both were practically under government control.

AS the needs of a growing civilization developed, the profession gradually divided itself into various classifications, and these have become in recent years further sub-divided into many specialties. But however specialized and standardized, however prosaic, however practical and unsentimental may be considered the profession of engineering, the engineer has been the real maker of history, rendering to the world services the value of which can not be computed in dollars or pounds and for which he has collected little in fame. His work has ever been forward; it has been associated with every advance of mankind in comfort, luxury, and safety; it has always followed the line of progress as well as the line of greatest resistance. The engineer has been the world's (Cont'd on page 81)



There will be few more impressive tributes to engineering than this Golden Gate Bridge of San Francisco. The plans prepared by Rotarian Joseph B. Strauss of Chicago, have been approved and it is expected that the organization of the Golden Gate Bridge District will be effected by the end of the year. It will be the largest bridge in the world, having a clear span between channel spans of 4,000 feet, and a total length of 8,516 feet, or about 1.6 miles. The clear height above water will be 200 feet, which will pass the largest vessels on the seas. The cost will be approximately \$21,000,000.

The bridge will span the gap which isolates San Francisco and will be built as a public toll bridge. Aside from its unprecedented length of span it will be a structure of great beauty, and its economic value to the surrounding districts will be incalculable.



EDITORIAL COMMENT



Literary Bunk

IF we did not know of the venerable literary traditions of *Harpers Magazine*, we would be inclined to believe that it had joined the ranks of those magazines which are serving literary hash dished up by the "younger intellectuals" whose chief occupation, when they are not heaping abuse on the service clubs, is trying to prove that America is fast going the iniquitous route of the damned. According to Mr. Duncan Aikman, author of the leading article in April *Harpers*, entitled "American Fascism," there is a "dangerous impulse" rampant in America. This dangerous impulse is the attempt by "holier than thou" persons who seek to inflict upon everyone else their own pet notions of how the world should be run.

No one will dispute that there are many persons who make pests of themselves in their eagerness to have others adopt the true and only way of life. We have always had them. We probably always will. It would be strange if some were not found among Rotary clubs. We might even find such persons occasionally among our literary people. But to call such "impulses" dangerous and to expect the reader to become wildly excited about it will only bring amusement. Individual instances of the actions of certain "cranks" are cited by Mr. Aikman in order to prove the general rule. For instance we learn of the "social arbitress" of Albuquerque, New Mexico, who commanded her nineteen-year-old daughter never again to approach the town's newspaper club because "real men don't drink tea in the afternoon." Which does not prove that all women in Albuquerque are cranks any more than that all newspaper men are afternoon tea-drinkers.

"This impulse," says Mr. Aikman, "explains the epidemic spread of Rotary and Kiwanis clubs and their increasingly sickly imitative organizations, with their ostentatious rituals of sentimental pledges and patriotism, their boisterous exhibitions of forced good-fellowship; their eternal prattle about—and goody-goody performances of—'service'."

It is true that Rotary is synonymous with "fellowship." No opportunity is overlooked to make every member thoroughly acquainted with every other member, on the age-old supposition that to know a man is not to hate him. There is not much room in a Rotary club for the habitual gloom-spreeder and the cold-shoulder. If there are members who assume a "forced fellowship" they lose in popularity just as they would in any other organization. And as for the goody-goody performance of "Service," Mr. Aikman would probably criticize the work of the Rotary Clubs of Ohio

in caring for 400 crippled children as altruism slopping over; or a thousand students that are being financed through college, as impractical sentimentalism; or free dental and health clinics established in some fifty cities, as dangerous tendencies; and a score of other such general activities as too hopelessly sensible to be practical.

Such literary bunk fools no one. It deceives neither Rotarians nor those who are familiar with the work of Rotary and other service clubs. As someone recently remarked, "Kiwanis comes from an Indian word meaning 'we build.' To the minds of people who believe in tearing down, what right has anybody to build?"

We believe the trouble with Mr. Aikman and a good many other writers is that they see Rotary alone from the angle of the weekly luncheon with its friendly camaraderie. The fact that they are not familiar with the other phases of Rotary is probably no fault of their own. Rotarians who choose to care for crippled children, or spend their Christmas vacations in bringing cheer to the unfortunate, or build playgrounds and boys clubs, or establish funds for worthy students, are more concerned that the work shall be done quietly and effectively than with a "loud-speaker."

Better Settle It Now

THERE are two different programs advocated in Rotary that had best be recognized—for one of them should be eliminated.

There are those who hold that Rotary is a training center, a clearing-house, an inspiration fountain for good citizenship. Hence a Rotarian goes the limit in doing his duty as a citizen. He thinks, he talks, he votes, he influences legislation, he selects candidates for office and campaigns for them, and he himself even accepts nomination for public office. But none of these things does he do in the name of Rotary nor as a Rotarian. He does them as a citizen who may have gotten from Rotary his inspiration and encouragement to be a good citizen.

On the other hand, there are those who believe that the voice and power of Rotary as an organization should be heard and felt in municipal, provincial, state, national, and international politics. They feel that Rotary is not true to her preachments if she does not act to better political conditions. They want Rotary Clubs to be militant in the cause of good government. They say that the individual Rotarian should meet his full responsibility in public affairs and not be ashamed to do it as a Rotarian?

Who is right?

Better settle it now.

Unusual Stories of Unusual Men

William Allen White

Author—Editor—Statesman

By ERIC G. SCHROEDER

THIRTY years ago, on June 3, 1895, a brash young chap with more of the audacity of youth than of a record for business acumen, came back to the town where he was born and assumed the proprietorship of the Emporia (Kansas) Gazette. He bought the paper with three thousand dollars' worth of credit, and he has lived in Emporia ever since.

But the Gazette has long ceased to be merely the "town paper." Under the facile hands of that eager young man its circulation list acquired names from every state in the union. And the owner swiftly shed the anonymity of the small town to become William Allen White, nationally famous editor and author.

Yet for him fame has not been a bauble to flaunt before dazzled eyes. He is pre-eminently Bill White, a small-town editor, who meets the world with disarming smile or steely eye, as occasion demands. This Emporia editor came to Texas the other day. He had been in forty-one states, yet had missed the largest of them all till lately. So after his two big alligator-skin bags had been swung to the station platform, Bill White scanned the grandeur of a Texas spring sky, sniffed the odor of honeysuckle, and pronounced his newly found world good.

No one who met him during his brief sojourn in the Lone Star State doubted that it was anyone other but Bill White who had arrived—the man who finds his most engrossing occupation in getting out a twelve-page daily and keeping the subscription list at the point of saturation. There was no "holier than thou" expression in the placid face with the heavy jaw. There was no hint of a superiority complex in the pudgy hand that had a way of slipping up to an interviewer's shoulder.

Bill White liked Texas, and with characteristic candor he said so. There were no "ifs," no "buts" protruding from his honest expressions of admiration. For when Bill saw 1,800 white-clad students at the Texas State College for Women he announced his complete capitulation.

William Allen White, who is known wherever men mull over contemporary authors and statesmen—addressed two sessions of the Texas Intercollegiate Press Association, but Bill White went back to the home of his host, removed

collar, coat, and vest, and snapped his suspenders gleefully. It was hot—and Bill does not carry his weight so easily when the mercury goes up.

He is a Rotarian and an Elk, belonging to no other organization of a similar character. One of his first acts after seating himself at the Denton Rotary luncheon was to call for a visitor's card. "The boys back home have an attendance contest going," he remarked, "and I'm not going to let those other bullies get ahead on my account." Later he talked to his fellow-members about the possibilities of Rotary.

Politically he is a Republican and was elected national Republican chairman from Kansas in 1912, but resigned to be Progressive national committeeman from the state that year. He was a member of the Republican national committee on platforms and policies in 1920 and was later a delegate to the national Republican convention in the same year. He was a member of the committee on resolutions and of the sub-committee of nine that drafted the Republican platform in 1920.

White's name stands high in the world of scholarship and letters. He has served on the governing boards of the University of Kansas and the College of Emporia; he is a member of the National Institute of Arts and Letters, the Short Ballot Association, the International Peace Society, National Civic Federation, National Academy of Political Science, and has honorary degrees from the College of Emporia, Baker University, and Columbia University.

He was born in Emporia, Kansas, on February 10, 1868, when Emporia was a pioneer village a hundred miles from



The newspapers declared that William Allen White, nationally famous editor, visited Denton, Texas, not long ago. But his hosts, Rotarian Eric G. Schroeder and Mrs. Schroeder know better. Show them this picture and they will promptly tell you that the man in the center is Rotarian Bill White of Emporia, Kansas. Bill's personality is every bit as convincing as William Allen's writing.

a railroad. His father had come to Emporia in 1859, and his mother in 1853. She was a school teacher, pure bred Irish, and his father a doctor of Yankee lineage since 1639. When William Allen White was a year old, Emporia became too effete to suit his parents, and they moved to El Dorado, Kansas, where the boy grew up. El Dorado then had a dozen houses scattered along the banks of the Walnut. The prairie village boy went to the large stone schoolhouse that "reared its awful form" on the hill above the town before there were any two-story buildings in the place.

In 1884 he was graduated from the town high school and went to the College of Emporia for a year. The next twelve months were spent as a printer's devil, and the following twelve again in school while the lad worked in the afternoons and Saturdays at the printer's case. White later went to the state university for three years and worked on the Lawrence papers. A short while before the time (Continued on page 85)

Rotary: From Two Viewpoints

Editors' Note: Below is printed a friendly criticism of Rotary by Mr. Lee Wilson Dodd, author and playwright, which originally appeared in McNaught's Monthly, and a letter replying to the criticism, written by William A. Watts, a member of the Rotary Club of New Haven, Conn., printed by permission of Rotarian Watts.

ON ROASTING ROTARIANS

By Lee Wilson Dodd in "McNaught's Monthly"

IT seems that a casual reference to Rotarians in my thumbnail essay on "Poets and Politics" has mildly irritated a reader of this magazine. Himself a Rotarian, he objects to "the notion that Rotarians are to be treated with scorn." And he has suggested that I be called for a show-down—be asked, that is, to "enumerate the cardinal sins of the Rotary Clubs."

It would be cowardly to evade this challenge and I shall place my cards on the table—not four aces, not even a full house, probably, but such as they are.

I have several good friends who are Rotarians, and I have spoken before the Rotary Club of my home town, finding the experience an interesting one. In short, I am far from thinking of myself as hostile to Rotarians. On the contrary. Only, in the general interests of American civilization, I should like to see them purge themselves of a considerable amount of more or less self-conscious BUNK.

And, frankly, I think there are many members of Rotary Clubs who would themselves like nothing better! I have had Rotarians say as much to me. I have had them tell me, in effect, "Of course there's a lot of nonsense about our luncheons. We don't like the atmosphere of rather forced and excessive goodfellowship any more than you do. And our group singing of idiotic songs gives us a pain."

Well, if good Rotarians can feel a little depressed by their own highly-organized boyishness, surely an outsider may be permitted to smile at it with a certain irony. There is more than a touch of playacting in Rotarian jollity, and to my mind this rather saddens their feasts. For if jollity be not spontaneous—!

Nor is this criticism trivial. A number of business and professional men come together each week, in selected groups, to have (among other things) a good time. And they don't even know that the primary condition for having a good time, anywhere, at any time, is an entire absence of compulsion. If you want a witty man to say a witty thing, you must never ask him to do so. If you want the catharsis of song, you must first feel like singing. And if you call a man "Bill," instead of Mr. Jones, simply because that is the rule of your organization, and not because it "comes natural," the chances are you will end by liking him somewhat less than you meant to. Freedom and spontaneity are pre-requisites to comradeship and joy. You cannot standardize jollity, as you standardize production, and it is really stupid to attempt to do so.

But I am well aware that Rotary has higher aims. It desires, if I understand its purpose, to bring about an *entente cordiale*, at least, between Business and the Golden Rule. This is an admirable ideal; yet it is not entirely clear to me that it is an ideal much forwarded in a general atmosphere of local "boosting" and 100 per cent self-satisfaction. Here, however, I confess myself on dangerous ground. It is quite possible that Rotary is an influence for civic good throughout the country. And if so, long may it rotate!

On the other hand, soon may it learn to smile at its private follies. This is the beginning not only of a good time—but of wisdom. And it will take a lot of wisdom and tolerance and self-criticism and belief in full freedom of thought and expression for others to bring about that desirable *entente cordiale*. For the Golden Rule is the Golden Rule—easy to repeat, but hard to practice; and (as we all sooner or later learn, alas!) business is so very apt to be merely—Business.

THE LETTER OF REPLY

By William A. Watts

I AM just returning from a trip of eight months to Hawaii and the Pacific Coast states. I was the guest during the trip of a great many Rotary clubs and had previously visited many in the East and South.

My experience and observation confirms my conviction that Rotary is exerting a powerful influence for good in promoting friendliness among men and nations and in raising the standards of business and professional ethics to a higher plane.

If so inclined I could find things to criticize in most clubs—crudeness, bad taste, undue familiarity, etc., but in all I found a spirit of friendliness that did not seem forced, and jollity that was spontaneous and an earnestness that was sincere. Nowhere did I notice anything that I could call "bunk."

I met my fellow-member, Henry Farnum, at a meeting of the Honolulu Rotary Club and was interested to hear him say that after visiting the Rotary Clubs in the Orient he was convinced that Rotary was a "movement which is likely to prove of great influence in promoting world peace."

Nearly everywhere I played golf by invitation with Rotarians and I found that they valued the Rotary club for its ideals rather than a "good time" at the lunches. The "good time" is the result of friendliness and a common purpose to promote good relations among men and is not a primary object. The ethical aims of Rotary are no doubt high and of course there is danger that they will become merely lip service, but there are leaders in every club whose constant purpose is to hold the club to its high standards. All of the International officers so far have been earnest, high-minded men and they have preached the gospel of friendliness, cooperation, and truth to Rotarians everywhere. Perhaps the movement will degenerate into formalities without life, as many others have, but at present it seems to me to have life, growth, and promise of accomplishment.

As to its past accomplishment it has not nor will it bring on the millenium, but if it is, as I think, contributing just a little to the elimination of greed and dishonesty from the world and giving a fairer play to altruism, it should not be scoffed at.

When I speak of the ethics of business my conclusions are drawn from a background of nearly fifty years experience in business, and I say confidently that business standards have been growing nearer to the Golden Rule during all that time. Rotary and other clubs inspired by Rotary have helped and are helping along that growth.

Rotarians do try to shape their business methods by the Golden Rule and are having some measure of success. Business is not "merely business," but it has ideals—as high and unselfish as the ideal of any other profession or calling. Rotary claims no monopoly of these ideals but strives for their fuller acceptance and realization.

This letter of course is written after reading your article in *McNaughts Monthly*. I like you as a golf companion, I like your books, and I am sorry to see you charge Rotarians with insincerity, with I fear insufficient knowledge, and end your article with a sneer at business. I hope to play golf with you again just the same.



AMONG OUR LETTERS

"Oh! nature's noblest gift — my gray goose quill!"

BYRON.



Courtesy to Speakers

Editor, THE ROTARIAN:

May I arise and offer a few remarks about programs? In the past three years I have spoken perhaps fifty times at service clubs, Rotary, Kiwanis, Optimist, and the rest. I am a reasonably seasoned Rotarian. I listen in patience to over-done programs, but I pity myself sparingly. I have even arranged programs and have presided at many a meeting. I have read Mencken and the rest who classify us as "those who have no delight in things of the mind." I know that Professor Sherman speaks of "A middle-western Rotarian, an American with a clipped mustache, brisk manners, a Knight-of-Pythias pin, and a mind for duck shooting, hardware-selling, and cigars." I know we are regarded by the unco' learned as a pretty cheap lot. For the wise ones who see us in action infrequently, but who read some of the asininites that are perpetrated by us at our worst, we are fair game.

Suppose you are invited to speak at a club some distance away. You spend a day of your time in going and returning. You have a talk — worth while or worthless — that requires thirty minutes. You arrive. You eat. You listen to a lot of pleasantries about which you know nothing; the club orator orates; the committees report; the singers sing; the dishes rattle; and then fifteen, ten, or five minutes before adjournment you are introduced with "a few well-chosen remarks" which convey the idea to you that a great and signal honor has been conferred upon you. You murder your talk, you hurry, stammer, halt, worry, and make a noise like a tin can in an alley. You vow never to accept another invitation, but you do.

And joy of joys, they give you full time, they are attentive, they are through on time, and everybody is happy, and you experience "that grand and glorious feeling." Thus keyed up you accept another invitation, and repeat your first experience. Then you agree with Mencken, Lewis, and the rest.

In the name of common decency if you invite a man to come to your club, cut out the comedy, chloroform the visitors who want to speak, execute the time-killers, and give your guest a

chance. In the name of the Great Jehovah and the Continental Congress surrender thirty minutes to the fellow who must work nights to make up the time you steal from him. Bad as our speaking may be, if you invite us to perform, give us time to do our stuff. I ask you! I beg you! I implore you!

E. G. DOUDNA,

Editor, Wisconsin Journal of Education,
Madison, Wisconsin.

Men or Dollars?

Editor, THE ROTARIAN:

Every thinking man is more or less concerned as to whether the world is going forward or backward, especially so when we hear so much regarding the decay of the church, particularly the rural church, for it seems to be the

opinion of some that "So goes the Church, so goes the World." With this opinion we doubtless do not all agree, but if it should be true that the church has become so cluttered up with Creeds, Dogmatic Disputes and Inconsistencies that it has lost sight of the major issue (the brotherhood of man), then it should be encouraging to know that there are other forces that are carrying on under just as keen a sense of responsibility.

Someone has said that it should be the highest ambition of every man to be engaged in some work that tends to make this a better world in which to live, and with this we believe all Rotarians will agree; then, it is only necessary for us to examine our vocations to determine whether we are serving Man or Mammon, and to this end we can best proceed by the process of wholesale and general elimination.

What would be the status of your community or the world if all the plumbers started on a one-year's vacation tomorrow morning? Or, if there be some of us who do not have so much consideration for sanitation, suppose we let all of the physicians and surgeons spend some week-end with our friend Mars. Then there is another crowd that is always pestering us for this, that, and the other thing, including money. Let's get rid of, for a little while, these fellows that furnish us with food, shelter, and clothing; and the coal man, the hardware man, with his endless variety of tools, screws, and bolts. Let's try it for a while without nails, hoes, and rakes, or hinges for our doors. The tinner, the painter, the banker, and the soapmaker can all be measured by the same method. Does your vocation tend to make the world a home for man, or just a place for beasts? And, too, the value of industry in the promotion of civilization—let us consider for a moment what the effect would be if the distribution of books, machinery, and tools could be accomplished in certain parts of the world as it now obtains in others. But someone will no doubt reply, "You fellows are not doing these things for the sake of Humanity; it is the Dollar you are looking for." Is it? Let every true Rotarian answer for himself.

WALTER N. FITZWATER,

General Manager, Valley Supply Company,
Elkins, West Virginia.

NEW OFFICERS OF Rotary International— Association for Great Britain and Ireland

PRESIDENT—Charles E. White, Belfast, Ireland.

FIRST VICE-PRESIDENT—Sydney W. Pascall, London, England.

SECOND VICE-PRESIDENT—Thomas Stephenson, Edinburgh, Scotland.

THIRD VICE-PRESIDENT—William Henry Williams, Newport, Mon., England.

TREASURER—J. C. Innes, Leeds, England.

SECRETARY—Vivian Carter, London, England.

IMMEDIATE PAST PRESIDENT—Canon Wm. Thompson Elliott, Liverpool, England.

DIRECTORS

Sir John Brunner, Bt., Northwich, England.

James Carmichael, Leicester, England.

Edgar J. Jenkins, Bristol, England.

William Logie, Glasgow, Scotland.

William Mofatt, Leeds, England.

Dr. E. H. Stancomb, Southampton, England.

E. Unwin, Jr., London, England.

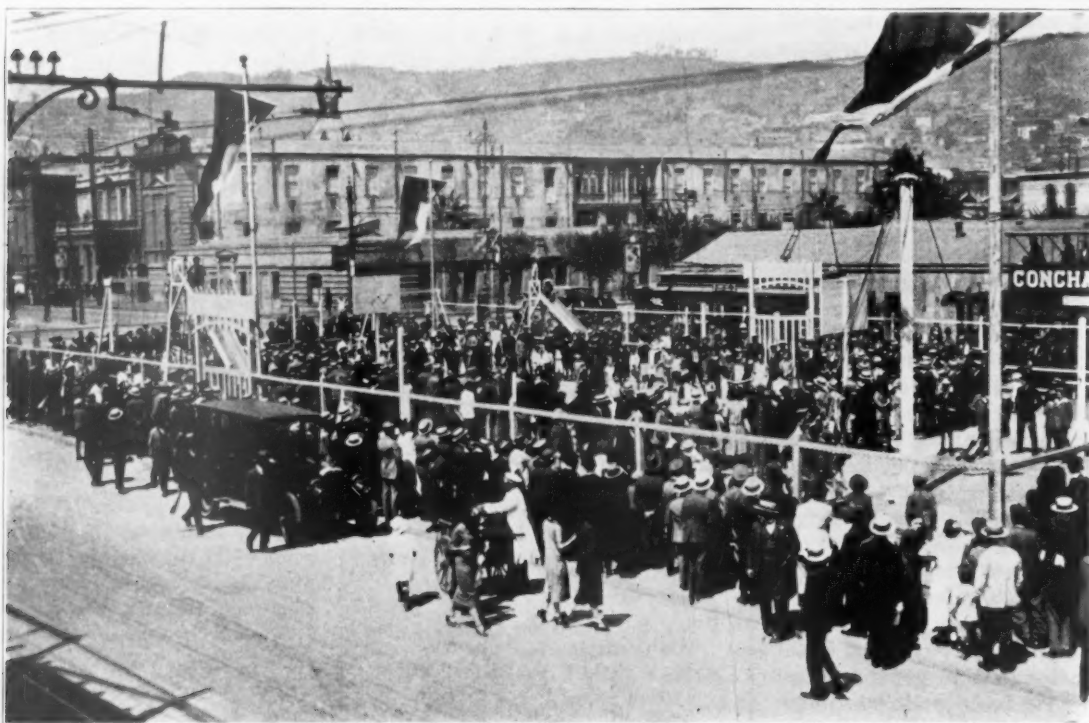
The Rotary Clubs in the British Isles have nominated Rotarian A. F. Graves, of Brighton, England, for election as a Director of Rotary International at the Sixteenth Annual Convention to be held in Cleveland in June.



ROTARY CLUB ACTIVITIES



HERE you can walk over to Main Street, drop in at the sign of the Rotary flag, get your guest's badge, and make yourself at Home! The fellows are always glad to see you and to learn what your club is doing, and while you bend elbows over the luncheon table they will tell you about the best club in the best town in the best country in the World!



This picture shows the interested assemblage that gathered for the inauguration of the first open-air playground in Chile. The playground was presented to Valparaíso by the Rotary club of that city, and is much appreciated by the children who use it.

\$1,200,000 for University, Gift of Honorary Member

HULL, ENGLAND.—The donor of the munificent sum of 250,000 pounds towards a University for Hull, the Rt. Hon. T. R. Ferens, is an honorary member of Hull Rotary. He is a very unassuming man with a long record of public service of various kinds.

Win Conference Prize For Third Time

ALBION, N. Y.—This club returned from the Twenty-seventh District Conference with the first prize for attendance, the third consecutive time that the club has won this prize. The first year a Pullman car was used to transport Albion Rotarians, the second year individuals' automobiles were used, and this year comfortable busses were employed—thus novelty in transportation helped to attract 100 per cent attendance.

In addition to this showing the Al-

bion club won the conference prize for the best weekly attendance for the first nine months of the year ending March 31st. Since last September the club has had thirty 100 per cent meetings with only four absences recorded. The admonition of Governor Symes "keep up a good attendance and the rest will follow" apparently holds good. Albion Rotary has only about thirty members but finds that much can be done with a small group if there is some definite working objective.

Emigrant Family Is Reunited

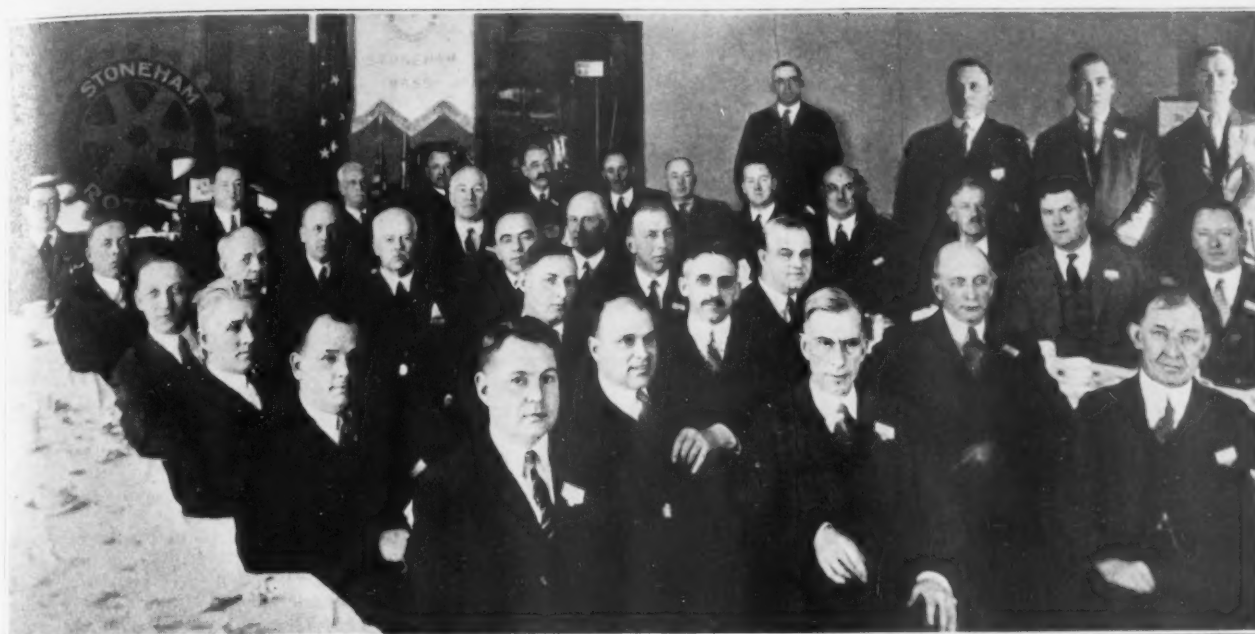
GLASGOW, SCOTLAND.—A local family temporarily divided by emigration is to be reunited in Australia. About a year ago the Glasgow Rotary Club sent a lad to their cottage in Western Australia, a center which the club established some years ago with a view to helping boys towards a career on the farms of the Commonwealth. Some

months later this lad was followed by his sister, and she in turn has done so well that she urged that the mother and two other boys should follow her.

Again the Rotarians footed the bill, and after attending a club luncheon at which she expressed her appreciation, the mother was looking forward to the family reunion.

Classification Clubs Help Agricultural Clubs

MARSHALL, TEXAS.—As county agent, M. R. Martin recently organized seven boys' agricultural clubs to compete for the best acre of corn, acre of cotton, and the best exhibit of poultry and pigs. Three of these boys' clubs have been assigned to the local Rotary Club and two each to the Lions and Kiwanis Clubs respectively. Each boy is assigned to some member of one of the different service clubs, and the business man writes letters to the boy, visits him, and otherwise encourages



On March 30th the Rotary Club of Stoneham, Mass., observed its second anniversary, celebrating one hundred consecutive one-hundred-per-cent meetings. Nearly four hundred Rotarians and Rotary Anns of the Thirty-first District attended, and eighteen clubs were represented at the meeting. President Ralph R. Patch welcomed the visitors; Hon. Charles L. Burrill brought greetings from Alvin T. Fuller, Governor of Massachusetts; and inspiring addresses were made by District Governor Elmer Hubbard of Pawtucket, R. I., and past District Governor "Bob" Hill of Salem, Mass. In a special message, Everett Hill, International President, said: "Through your attendance you have been made broader and better business men, more capable of rendering service." The Stoneham club is actively interested in Boy Scouts, playgrounds, and a skating-ring for high-school hockey teams.

his efforts. As further inducement the service clubs will offer a beautiful loving cup to the agricultural club which secures the best average on the following five points:

1—A complete record book of methods, expenses, etc., to be turned over to the County Agent at the end of the club year.

2—Attendance at all agricultural club meetings.

3—Finished club projects.

4—Exhibits at Central East Texas Fair.

5—Net financial returns from projects.

Tasmanian Clubs Hold Inter-City Meet

LAUNCESTON, TASMANIA.—The recent anniversary of Rotary International was also the occasion for the first inter-city meet of Tasmanian clubs. A large gathering of Hobart Rotarians and Rotary Anns were entertained at Launceston, the program being arranged so that the inspirational and the hospitable features of a Rotary gathering were well blended. Various messages from Melbourne Rotarians, including an address broadcast by the acting-president of Melbourne Rotary, gave the meeting a still wider scope, as did the songs picked up from Launceston sending stations.

Like all other such gatherings this one was not devoid of humorous incidents—some intentional and some not. For instance we hear of a Rotarian who "came bounding down the stairs com-

plete in dinner attire with the exception of a dinner jacket" and who was rescued with a "plus four" jacket. Then there was another member who found he had packed neither waistcoat nor black tie. Wherefore a polka-dot tie of black and white became all black through the medium of a fountain pen!



William M. Jardine, who holds the responsible post of U. S. Secretary of Agriculture, is an honorary member of the Rotary Club of Manhattan, Kansas. After some ranching and teaching in Idaho, he entered the Utah Agricultural College as an engineering student. Becoming interested in dry farming he switched to agriculture and in 1910 became director of the experiment station of Kansas Agricultural College. He was president of that college from 1919 until he reached his present post.

And even the ladies whose attire was perfectly complete were seen with two hats—the upper one a gay paper creation which matched the vivid headgear of their partners. Our correspondent further avers that the married men were much better off for attire than the single ones—because the wives had supervised the packing! Possibly—but personally we still insist that our own scheme of putting a suitcase in the middle of the floor then walking round and throwing things at it will bring results. The only trouble is getting the suitcase closed!

Would Preserve Beauty Spot For Public Use

LEICESTER, ENGLAND.—When Swithland Wood, one of the beauty spots of Charnwood Forest, came into the market, Leicester Rotary started a determined effort to secure it "for the public use forever." The purchase price is \$15,000 and already Rotarians have pledged about \$5,000. It is hoped to secure the balance through popular subscription and to arrange for an adequate income for the upkeep of the estate.

Tribute to Composer Of Southern Melodies

ATHENS, PENN.—At a recent regular meeting, Athens Rotarians presented to the public library a framed picture and a bronze plate in commemoration of Stephen C. Foster, poet and song writer, who was a student at The Old Athens Academy. Mr. Foster is best



Approximately \$400,000 worth of property was turned over to the city of Kewanee, Ill., by one of its citizens, Emerit E. Baker, former governor of the Nineteenth District (1922-23) of Rotary. Mr. Baker is president of the Kewanee Boiler Company, and his gift will provide an annual fund of about \$30,000 to be used in developing parks and furthering the crippled children's work of Kewanee.

remembered as the author of "Old Black Joe," "Massa in the Cold, Cold Ground," "My Old Kentucky Home" and other Southern melodies.

Many Athens citizens attended this meeting and learned details of the composer's life, sang some of his songs, or listened while they were given as solos or quartet numbers. One song, "Tioga

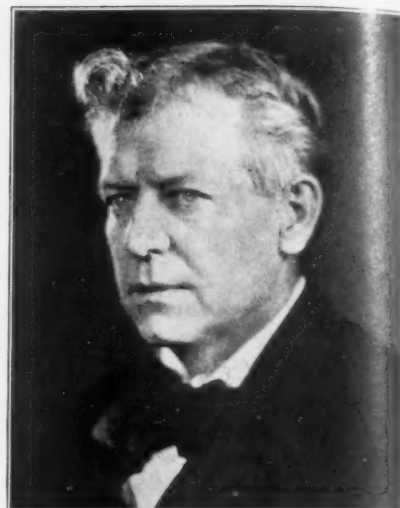
Waltz," is said to have been written during his student days at Athens, and this was given as a violin solo. The picture given the library is said to be the only one existent, and is an enlargement of a woodcut. Other pictures in connection with Mr. Foster's life also attracted interest.

Many Debates on Value Of Business Codes

GLASGOW, SCOTLAND.—A discussion held to ascertain the attitude of members to the campaign on business methods showed that while members are anxious to associate themselves with any practical efforts at such improvement, there was a feeling that written codes should be avoided. Similar results are reported from two other R. I. B. I. clubs, and several other clubs are still discussing the matter. The Inverness club passed a resolution approving such codes.

\$23,000 Skating Rink For City

MEDICINE HAT, ALTA.—The Amateur Athletic Association of this city invited representatives of various civic organizations to discuss the possibilities of a community skating rink. This preliminary meeting appointed a citizens' committee of nine, five of whom were Rotarians. Later this committee was reduced to six, including four Rotarians and sub-committees were appointed to select a site and prepare a plan of financing the project.



Colonel David C. Collier, honorary member of the San Diego, Cal., Rotary Club, has been appointed director-general of the Sesqui-centennial celebration of American Independence at Philadelphia in June, 1926. On a site of approximately one thousand acres he is preparing a huge International Exposition to match the one he handled at the Panama-California Exposition in San Diego in 1915.

It was arranged to secure some city property through tax-sale proceedings, and the city agreed to deed this property to the "Medicine Hat Rink Co., Ltd." and in addition to give the Rink Company a twenty-year fixed assessment of taxation and an average rate for utilities totaling \$750 per annum. The Rotary Club (Continued on p. 75.)



Inaugurazione del Rotary Club di Napoli

This group photograph was taken at the inauguration meeting of the Rotary Club of Naples, Italy. This club came into the Rotary circle in December, 1924, and its members are enthusiastic over the possibilities of the organization. Fourth from the left in the front row is James Henderson, who has just become Governor of the Italian district; and fifth from the left of the same row is Fred Warren Teele, Special Rotary Commissioner for Europe.

Welcome to Cleveland Convention, June 15-19

CLEVELAND

Its Points of Interest and How to Get About

By Charles L. (Charlie) Burns

IT'S a rather difficult job for a fellow who has lived in Cleveland all his life to tell visitors to Cleveland the things they should know about the city. In the first place, so many things about Cleveland which a visitor should know are so obvious and familiar to a resident that he is prone

to overlook them in a descriptive article of this kind. The writer will, however, try to put himself in the position of a person coming to Cleveland for the first time, and will try and base his information from that viewpoint. You'll have to pardon any omission that may occur.

Your Convention City Is Expecting You



This establishment joins with Cleveland in welcoming the representatives of the world's industries and professions.

And as a Retail Establishment, a cog in the great international wheel of commerce, it will deem it a privilege to be of service.

For your service

Guides are available at any time for a tour through the store. And through the waiting rooms, the branch post office, the writing rooms, and its staff of personal shoppers, The Halle Bros. Co., hopes to add to the pleasure of Convention days in Cleveland.

Gift Wrapping

Visitors who wish to remember those at home with a gift, will find our gift wrapping service a great convenience. This service is gratis.

The Halle Bros. Co.

Opposite Statler Hotel—Cleveland—Convention City

Cleveland Welcomes Rotary International

Welcome to Cleveland Convention, June 15-19

Cleveland, the "Forest City," is situated on Lake Erie, at the mouth of the Cuyahoga River, a winding, snake-like river, which twists itself into several bow knots just before entering the lake, the name Cuyahoga (pronounced Ky-uh-hog-uh) being an Indian name meaning "crooked." The river runs through a valley which is known as the Cuyahoga River Valley until it enters the more congested part of the city, where it is known as the "Flats." Along the river's banks are located blast furnaces, iron and steel plants, lumber yards, grain elevators, and other industrial plants. Farther up the valley are located some of the world's largest chemical works among them The Grasselli

Chemical Company and the Harshaw, Fuller and Goodwin Co., and also some of the world's largest iron and steel plants including the Central Furnace of The Corrigan-McKinney Company, and the "Riverside" plant of The Otis Steel Company. Threading alongside the Cuyahoga, through the valley and out into the open country will be noticed the old Ohio Canal which, before it fell into disuse, was an important artery of navigation in the state's early history.

On the west side of the Cuyahoga Valley is located Cleveland's "West Side." This is reached from the Public Square, which is Cleveland's cen-

The Chemist Comes Into His Own

The production of chemicals in bags lacks much of research and experiment. We of Grasselli must take our satisfaction in supplying the Chemists of Industry with dependable materials, knowing that this service is a necessity to their continued progress.

Grasselli products contribute to the making of virtually every commodity we use or wear.

IT is only within a comparatively few years that the chemist has ceased to be a man of mystery to the general public—a vague and shadowy somebody who busied himself incomprehensibly with weird test-tubes in out-of-the-way closets and garrets. Even otherwise shrewd business men elbowed the chemist aside as an impractical theorist.

Today the chemist is assigned a proper place in the councils of industry.

Many things have happened in the 86 years which have measured Grasselli history. The Rise of the Chemist is not the least of these.

The Grasselli Chemical Co.

Established 1839

CLEVELAND

New York
Boston
Philadelphia
Albany
Paterson

New Haven
Detroit
Milwaukee
Chicago

St. Paul
St. Louis
Cincinnati
Birmingham
New Orleans

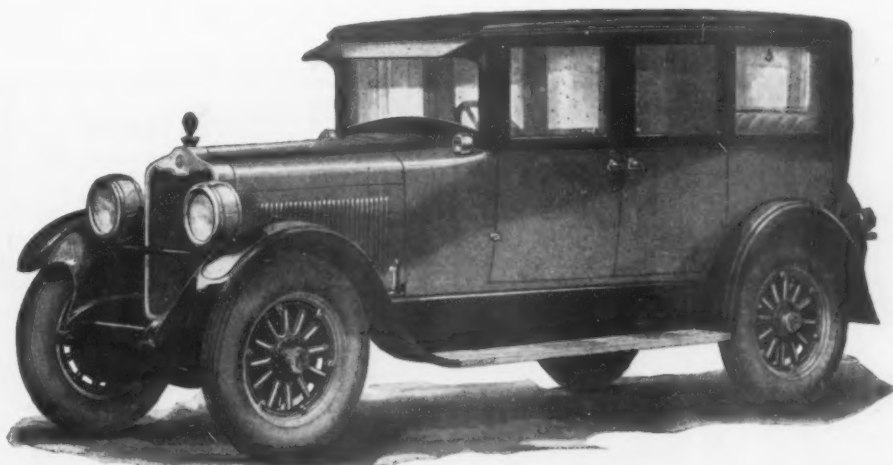


Welcome to Cleveland Convention, June 15-19

tral point, by several bridges, the two main ones being the famous High Level Bridge which we will mention later, and the Central Viaduct. From the west end of the High Level Bridge, the main traffic arteries extend in a westerly direction from West 25th Street, which roughly parallels the Valley. These main arteries are named, the principal ones being Detroit Avenue, Lorain Avenue, Clark Avenue, and Denison Avenue. Car lines operating on these streets are connected by cross-town lines, running at angles to them, at West 25th Street, Fulton Road, and West 65th Street.

Starting west from the "Flats," along the lake shore, one sees the big coal and ore unloading

docks which furnish Cleveland's steel plants with coal and ore and which are equipped with the most modern of unloading and conveying machinery. A little farther on, we come to Edgewater Park with a splendid bathing beach and other recreational facilities. Farther to the west, on passing West 117th Street, which is the city limit, we pass into Lakewood, one of Cleveland's suburbs. This is a beautiful residential district. The three principal streets running along the lake shore; namely, Edgewater Drive, Lake Road, and Clifton Boulevard, are known all over the country for their beautiful homes. Passing through Lakewood we come to another small river which runs at the



PEERLESS MOTOR CARS

*Built Right
in Cleveland*

THE PEERLESS MOTOR CO., CLEVELAND BRANCH

E. 93rd St. and Quincy Ave., Cleveland, Ohio

Two High-Quality American Motor Cars—The Equipoised Eight and the Refined Six

Cleveland Welcomes Rotary International

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bottom of a deep, but beautiful ravine with high cliffs on either side. This is Rocky River, and from Rocky River Village on the other side of the river extend the main thoroughfares to Lorain, Sandusky and Cedar Point, Elyria, Toledo and other towns.

The Soldiers and Sailors Monument

Coming back to the Public Square, which is the central point of the city, we find it marked by the Soldiers and Sailors Monument. This was erected in commemoration of the soldiers and sailors who fought in the Civil War, and it contains many interesting relics and records of those days. The name of every soldier and sailor enlisting for

the Civil War from Cuyahoga County is inscribed on its walls. Admission is free.

The New Union Depot Development

Surrounding the Public Square are many of Cleveland's important buildings and off to the southwest, next to the Cleveland Hotel, will be noticed a large area of vacant space. This is the location of the new Cleveland Union Depot, which will be one of the most beautiful stations of the country when completed, with a central tower shooting up into the air for over 700 feet, second highest building in the country, it being exceeded only by the Woolworth Building tower in New York.

The Chisholm Boot Shops

*Change footwear
in Cleveland!*

☞ Choose your new pair at our shop opposite Statler Hotel (Headquarters).

☞ Your wife will appreciate the styles chosen from the best that the shoe world has to offer.

☞ That's equally true of you men.



Complete showing of summer's fine white kid footwear—silk hose also. The restful "Foot-Savers" for women in all sizes

Six Shops in Cleveland



Since 1893

THIS label on any coat or suit stands for Distinction in Dress and identifies the Printzess line of women's Ready to Wear garments, made by Rotarians for Rotary Anns.

Sold by one good store in every city—Look for the label—It is our guarantee and your protection.

The Printz-Biederman Co.
Cleveland

BILL FISH, Rotarian

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Cleveland's "Public Square"

The Public Square is composed of a large plot of ground, grass covered and planted with trees and flowers, cut into four equal sections by Superior Avenue, which runs east and west, and Ontario Street running north and south. The Soldiers and Sailors Monument previously mentioned is located in the southeast of the four equal squares thus created. Extending from this southeast square in a general easterly direction is Euclid Avenue, Cleveland's main business street, on which are located most of its largest buildings and its principal retail stores and bank buildings.

The Fan-Like Layout of Main Streets

From the Public Square, Cleveland's main streets spread out very much like the sticks of a fan, the car line nearest the lake shore being St. Clair Avenue, followed by Superior Avenue and Euclid Avenue. Farther out from the Public Square, the layout of main thoroughfares takes on more of a fanlike nature until at E. 30th Street the main arteries are definitely fan-like. Reading south from the lake they are: St. Clair Avenue, Superior Avenue, Payne Avenue, Euclid Avenue, Cedar Avenue, Central Avenue, Scovil Avenue, Woodland Avenue, and Broadway.

The average family finds that it costs no more for the upkeep of a Series 80 than for a smaller car. And all the time there is the personal satisfaction of driving a Pierce-Arrow. Ask for a demonstration.

Financing arrangements are offered by the Pierce-Arrow Finance Corporation, a banking institution

PIERCE-ARROW

Series 80



7 passenger touring
\$2895
at Buffalo, plus tax

The Pierce-Arrow Motor Car Company
 Buffalo, New York

The Great Lakes Motor Company
 Cleveland, Ohio

Cleveland Welcomes Rotary International

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"Crosstown" Car Lines

These fanlike streets are connected with "crosstown" lines which connect practically all of them. These main connecting car lines are East 30th Street, East 55th Street, East 79th Street, and East 105th Street.

The System of Street Naming and Numbering

Starting from the Public Square, in both easterly and westerly directions, the streets are numbered, while the avenues are named. Avenues are supposed to run east and west while the streets run north and south. Diagonal streets are known as Roads. The streets take their names from the

house numbers on the avenues; e.g., proceeding out Euclid Avenue we find a building numbered 612. This is right at East Sixth Street. Farther out we find a house number 3221. This is between East 32nd and 33rd Streets. At 5500 we come to 55th Street, and at 10500 we come to East 105th Street, etc. The same general system prevails west of the square with the exception that the streets are preceded by "West" instead of "East." This system makes it comparatively easy to locate the distance from the Square of houses or buildings on main easterly and westerly streets. Then using the lake as zero and Euclid Avenue as 2000, streets have almost the same numbering arrangement, e. g., 1976 East 79th

Fire's Awful Havoc

No nation on earth builds as much as we do, but neither does any other nation have to build so much. Our much vaunted rapid growth and phenomenal building booms give a false impression of the real conditions. Nearly 50 per cent of all our new buildings go simply toward filling up gaps made by fire. In the past twenty-five years we have burned up \$3,500,000,000 worth of property; we have wiped 1,000,000 buildings out of existence in less than ten years. In Boston, \$1,500,000 is a small yearly loss; in the average European city of that size, \$150,000 would be more than the usual yearly loss. It is a disease.

Millions are spent yearly in handling the disease after it breaks out, but only hundreds of dollars in steps to prevent its outbreaks. There is no question as to the superiority of burned clay products over other building material. Why shouldn't you BUILD WITH BRICK?

**The Cleveland Builders Supply
and Brick Company**

Leader-News Building,
Cleveland, Ohio



The MEN'S STORE of Cleveland



YOU'LL be welcome in Cleveland but if the weather becomes too warm in its welcome, you men will want to choose a suit of Porostyle. Every breeze gets through its hard twisted open weave of wool. It's hand tailored by Hickey-Freeman, \$75.

Holds its shape,
needs little pressing

2 Trouser Palm Beach Suits \$22.50

Rotary Boys' Shop—3rd Floor

THE W B DAVIS CO

The Men's Store of Cleveland
327-335 Euclid Avenue

Welcome to Cleveland Convention, June 15-19

Street is pretty close to Euclid Avenue, while 206 East 105th Street is pretty close to the lake. Reference to the "Points of Interest" folder which will be furnished every visitor to Cleveland will give the exact layout of this numbering system.

Going Out Euclid Avenue From the Public Square

Going East on Euclid Avenue from the Public Square, one passes Cleveland's department stores, and at East 9th Street on one corner is The Cleveland Trust Company and on the other The Union Trust Company, two of Cleveland's largest banking institutions, the latter housed in one of the largest bank buildings in the world.

"Playhouse Square"

Farther along Euclid at East 12th Street is the Statler Hotel, and at East 14th Street you come to Playhouse Square, where the principal theatrical houses of the city are located. Keith's Palace Theatre at the corner of East 17th Street and Euclid Avenue is known as the "world's most beautiful theatre," and it is housed in the Keith Building, a 21-story office building.

"Millionaire's Row"

Passing E. 22nd Street on Euclid Avenue and up to E. 40th Street we see a section which is gradually being changed over from a beautiful residential

WELCOME ROTARIANS*When In Cleveland Insist On A****Yellow Cab*****The Cab Service For Your Convention***No Charge for Extra Passengers*

5 Can Ride in a **1**
YELLOW
 for Price of

See Our
 Agents at
 Principal
 Hotels and
 Depots for
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***Yellow
 Cab
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Pay Only
 What Meter
 Reads.
 Insist on a
 Receipt for
 Each Trip

'PHONE PROSPECT 4000

Welcome to Cleveland Convention, June 15-19

district to one of business. Along it we see many beautiful homes which have been vacated by their former owners and which are now either studios, museums, or clubs. This strip along Euclid Avenue from East 22nd to East 40th was, not many years ago, known as "Millionaire's Row," and was one of the famous streets of the world. For years no car line was permitted east of East 22nd Street, Euclid Avenue street car traffic detouring by way of Prospect at this point and coming back to Euclid at East 40th Street. During Mayor Tom L. Johnson's regime this thoroughfare was opened to street car traffic, and the transition from a residential to a business district was given an impetus.

Masonic Temple and Auditorium

At East 35th Street and Euclid Avenue is the Masonic Temple, the principal home of Cleveland's Masons, and the Masonic Auditorium in which many of Cleveland's musical affairs are given.

Elks Club

Almost directly across from the Masonic Temple, on Euclid Avenue, is the Elk's Club which will hold open house for Rotarians during the convention.

University Circle

Farther out Euclid Avenue at East 105th Street

The White Sewing Machine Co.

CLEVELAND

OHIO

1876



1925

Building One of the Greatest Household Needs for Nearly Fifty Years

Modern Sewing by Electricity



Electrically is the modern way for the modern home. Women realize the easier and quicker way of sewing by electricity. The Electric Sewing Machine enables her to enjoy new comforts and a more complete wardrobe at moderate cost.

Electric Sewing adds not only to efficiency and saving but to well designed home equipment.



We Welcome the Rotarians to Cleveland

A Cordial Invitation
to
visit the home of



is extended to Rotarians by

The Musterole Co.

1748 East 27th St.

Ernie Rose sez:—

Your shave in Cleveland or elsewhere will not be complete without



The wonderful after-shaving lotion

The E. W. Rose Co.

1750 East 27th St.

Welcome to Cleveland Convention, June 15-19

we find another extremely busy center, while at East 107th Street, just a bit farther out we find a parkway cutting across Euclid Avenue and forming a circle, known as University Circle. The park to the left is known as Wade park.

The Cleveland Art Museum

To the north of Euclid at this point, in Wade Park, in a little depression, we find a small, but beautiful artificial lake surrounded by trees—while to the northeast, on East Boulevard, overlooking this lake, is the Cleveland Art Museum. Visitors to Cleveland who are artistically inclined should be sure to visit this magnificent building and see

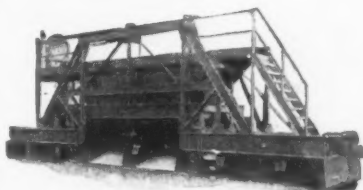
the wonderful art treasures it holds.

Western Reserve University and Case School of Applied Science

On the opposite side of Euclid Avenue at this point are the Western Reserve University and the Case School of Applied Science, while farther to the southeast, in back of these schools, rises the "Heights."

The "Heights"

On the "Heights" are two suburbs, the Village of Shaker Heights and the City of Cleveland Heights. An automobile trip through this wonderfully attractive residential section is a treat.



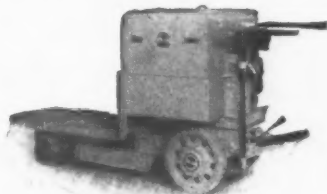
25-Ton Electric Scale Car,
Side Delivery



50-Ton Electric Scale Car,
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Electrically Operated Cars for any Requirement

Gable Bottom
and
Rocker Dump
Cars
Tunnel Kiln
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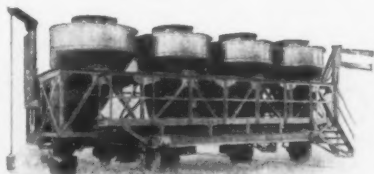


Low Lift Elevating
Platform Truck

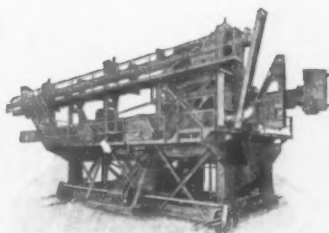
Scale Cars
and
Weighing Cars
of all kinds
Ore Transfers
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for Scale Cars

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Complete Coke Oven Equipment

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Pusher and Leveler



Coke Quenching Car, furnished with
or without Motor Drive

THE ATLAS CAR and MANUFACTURING CO.

ENGINEERS

1140 Ivanhoe Road
CLEVELAND, OHIO

MANUFACTURERS

IF OUR PRODUCTS INTEREST YOU -- VISIT US WHILE IN CLEVELAND

Cleveland Welcomes Rotary International

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Shaker Lakes

Along the border line between Shaker Heights Village and the City of Cleveland Heights are located the Shaker Lakes, a chain of beautiful little lakes surrounded by park and woodland, and along whose shores are many beautiful homes.

The Women's College of Western Reserve University

Coming back to Euclid Avenue and University Circle and going still farther east, at the left we come to The Women's College of Western Reserve University. The college buildings are back, off Euclid Avenue, the dormitories being on Belle-

flower Avenue, which runs off East Boulevard opposite the Art Museum. A beautiful Presbyterian church, The Church of the Covenant, faces Euclid Avenue at this point, and the entrance to the college from Euclid Avenue is through a handsome memorial archway.

Cleveland School of Art

Almost directly in the rear of the colleges at the corner of Juniper Road and Magnolia Drive is The Cleveland School of Art.

Lakeview Cemetery and The Garfield Memorial

Coming back to Euclid Avenue and going still farther east, just past East 123rd Street, to the

PARK LANE VILLA

Park Lane at East 105th Street

Overlooking Wade Park

1, 2 and 3 Room Furnished Suites

5 and 8 Room Unfurnished Suites

Dining Room Service

PAUL M. STOFER, *Manager*

The Fisher Bros. Co.

CHAIN STORE GROCERS

will welcome Rotarians attending the Convention at their new warehouse located at 2323 Lakeside Ave.

MANNING F. FISHER,
President—Rotarian.

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right, is Lakeview Cemetery. In this cemetery is the Garfield Memorial. For monumental effect, this impressive memorial erected through popular subscription in memory of President Garfield is without a peer in the country. Admission is free and from its balcony may be had a very commanding view of the city with Lake Erie in the distance.

East Cleveland and "Forest Hill"

Going still farther east out Euclid Avenue, due to a bend in Euclid Avenue at University Circle, Superior Avenue crosses Euclid Avenue, and at this junction is "Forest Hill," John D. Rockefeller's famous summer home.

"Nela Park"

Continuing east on Euclid Avenue past Windemere car barns we reach Noble Road. Rising abruptly to the southeast is a hill, at the top of which is "Nela Park" of The National Lamp Works of The General Electric Company. Nela Park is open to the public and guides will be furnished to show you about. In the engineering building will be found the S. F. Terry War Collection.

Continuing east out Euclid Avenue is the way to Willoughby, Mentor, Painesville, and a direct road to Buffalo, New York, through Erie, Pennsylvania, along the shore of Lake Erie.



*Devoted in Business
to Rotary Principles*

R. A. Bishop
J. C. McHannan
Vice Presidents
Rotarians

**Central
National Bank
Savings & Trust Co.**
of Cleveland

Enroute to Cleveland

Enjoy a restful night on Lake Erie. You'll find it a pleasant break in your journey. A good bed in a clean, cool stateroom, a long sound sleep and an appetizing breakfast in the morning.

Steamers "SEEANDBEE"—"CITY OF ERIE"—
"CITY OF BUFFALO"

DAILY, MAY 1ST TO NOVEMBER 15TH

Eastern Standard Time

Lv. Buffalo - 9:00 P.M. Lv. Cleveland - 9:00 P.M.
Ar. Cleveland *7:00 A.M. Ar. Buffalo - *7:00 A.M.

*Steamer "City of Buffalo" arrives 7:30 A. M.
FARE—\$5.50 one way—\$9.50 round trip

SATURDAY EXCURSIONS

Leave Cleveland Saturday 9:00 P. M. Return
Monday 7:00 A. M.

BUFFALO, \$6.25 ROUND TRIP—NIAGARA
FALLS, \$6.75 ROUND TRIP

ONE DAY LAKE TRIPS

To CEDAR POINT and PUT-IN-BAY

On new day excursion steamer, the finest on the
Great Lakes

Leave 8:30 A. M.—Return 8:00 P. M.

MUSIC—DANCING

FARE, \$1.35 round trip (Sunday, \$1.75)

EVENING LAKE RIDES

Every night 8:45 P. M. to 11:15 P. M.

MUSIC—DANCING

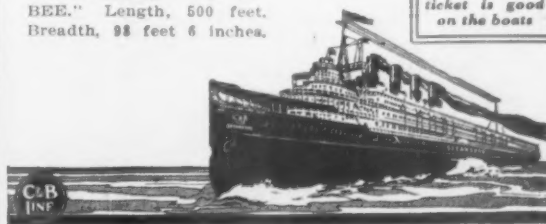
FARE, 50 CENTS

The Cleveland & Buffalo Transit Co., Cleveland, Ohio

Uptown Office, 2051-3 E. 9th St. Pier, Foot of E. 9th St.

The Great Ship "SEEANDBEE" Length, 500 feet.
Breadth, 98 feet 6 inches.

Your rail
ticket is good
on the boats



Welcome to Cleveland Convention, June 15-19

Cleveland & Buffalo and Detroit & Cleveland Piers

Coming back downtown, at the foot of East 9th Street on Lake Erie, are the piers of the Cleveland and Buffalo Transit Company and The Detroit and Cleveland Navigation Company. This is the landing place for Cleveland's passenger and excursion boats, and street car service is furnished by the Cleveland Railway Company direct to the piers.

Gordon Park and Euclid Beach

Along the lake shore to the east is Gordon Park, and farther to the east is Euclid Beach. Gordon Park is municipally owned and has a splendid bathing beach. Euclid Beach is privately owned

and has in addition to a bathing beach, many other amusements including boating, dancing, roller skating, baseball, handball, bowling, motion pictures, roller coasters, etc. It occupies 150 acres and has an ample picnic grounds, parking and other facilities, and is conducted in the very best manner. There is no entrance fee. In connection with this park is an unusually complete camp for tourists by automobile.

Wade Park

As mentioned before, to the north of Euclid Avenue at East 107th Street is Wade Park with shady walks and driveways, fine old trees, rose

ROTARIANS

Your visit to Cleveland will
not be complete without a
visit to

Euclid Beach

Cleveland's Greatest Amusement Park

150 Acres of Ground
on the shores of Lake Erie

Bathing

Boating

Baseball

Bowling

Roller Skating

Dancing

Fishing

And All Sorts of Amusement Devices

Refined Atmosphere

No Admission Charge

VISIT *Ohio's Largest Shoe Store*

**FINEST SHOES
OBTAINABLE**

at

**Popular
Prices**

for

**MEN, WOMEN
and
CHILDREN**

**FOUR STORES ON
EUCLID**



Stone Shoe Co.

EST 1863 Ohio's Largest Shoe Store EST 1863

312-18 EUCLID
1264 EUCLID

1603 EUCLID
10508 EUCLID

All Bait Casters



No joints mar the uniform flexibility of the True Temper Fishing Rod. Guide mountings are wrapped with copper wire and do not interfere with bend or action.

among the visiting Rotarians are cordially invited to inspect the full line of True Temper Fishing Rods on display at our general offices in the Keith Theatre Building. Every style of grip, length and finish of tip is represented there.

The American Fork and Hoe Co.

19th Floor—Keith Theatre Building
Cleveland, Ohio

**American
TRUE TEMPER FISHING ROD**

Welcome to Cleveland Convention, June 15-19

gardens, tennis courts, and boating on a pretty artificial lake.

Rockefeller Park

Running from Wade Park, northerly, through a beautiful ravine is Rockefeller Park. This picturesque ravine, through which flows Doan Brook, was the gift of Mr. John D. Rockefeller and, converted by the city into one of Cleveland's play spots, is noted for its natural beauty.

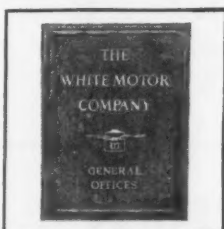
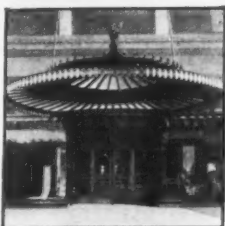
Shakespearean Garden

Along the upper "East" driveway in Rockefeller Park, north of Superior Avenue, near North Boulevard, is the Shakespearean Garden. This garden is

similar in plan to the English gardens of Shakespeare's time, and was dedicated in April, 1916, as a tercentenary commemoration of the death of Shakespeare. Among the interesting features of this garden is a bust of Shakespeare; a sun dial, the gift of Robert Mantell; a mulberry tree, a cutting from one planted by Shakespeare at his home, and roses and vines from the traditional tomb of Juliet at Verona, Italy.

Brookside Park

To the south, in Cleveland, reached by either West 25th Street or Fulton Road cars, is Brookside Park. There is a swimming pool there,



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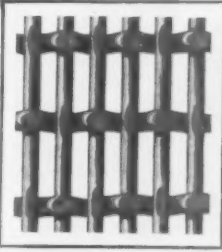
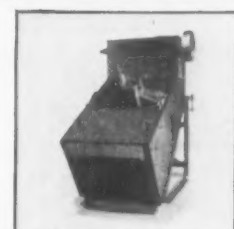
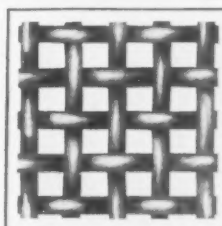
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Cleveland, Ohio



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accommodating 1500 bathers, an artificial lake for boating; tennis courts, baseball diamonds, refreshment booths, and children's play grounds. There is a national amphitheatre or stadium in the park, which has a capacity for 150,000 people. It also is the Zoological Garden of the city.

Woodland Hills Park

To the southeast, reached by Kinsman Road car line, is Woodland Hills Park, a large area of over 100 acres with expansive lawns and woodland, with athletic grounds, children's play grounds, refreshment stands, and picnic facilities.

Cleveland's Arcades

Cleveland was the home of the "Arcade" type of building, covered thoroughfares connecting two streets and lined with small shops on the ground floors. On Euclid Avenue at East 4th Street extending through to Superior Avenue is the Superior Arcade, a very unique building and one which every visitor to Cleveland should see. At E. 6th Street connecting Euclid Avenue and Prospect Avenue are three "arcades" known as the "Colonial", "Euclid", and "Taylor" arcades.

The Famous High Level Bridge

The High Level Bridge, which is the main con-

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necting link between the east and west sides of the city over the "Flats" and the Cuyahoga River Valley is the largest double deck reinforced concrete bridge in the world. It connects Superior Avenue on the east side with Detroit Avenue on the west. Its center span, almost 600 feet long and almost 100 feet above the lake level, is of nickel steel. It is 2880 feet long and 81½ feet wide and cost \$5,407,000. The lower level provides space for six street cars while the upper level is used for vehicles and pedestrians. It is within easy walking distance of the public Square. The upper level starts at West 9th Street while the tunnels to the lower level start at West 6th Street.

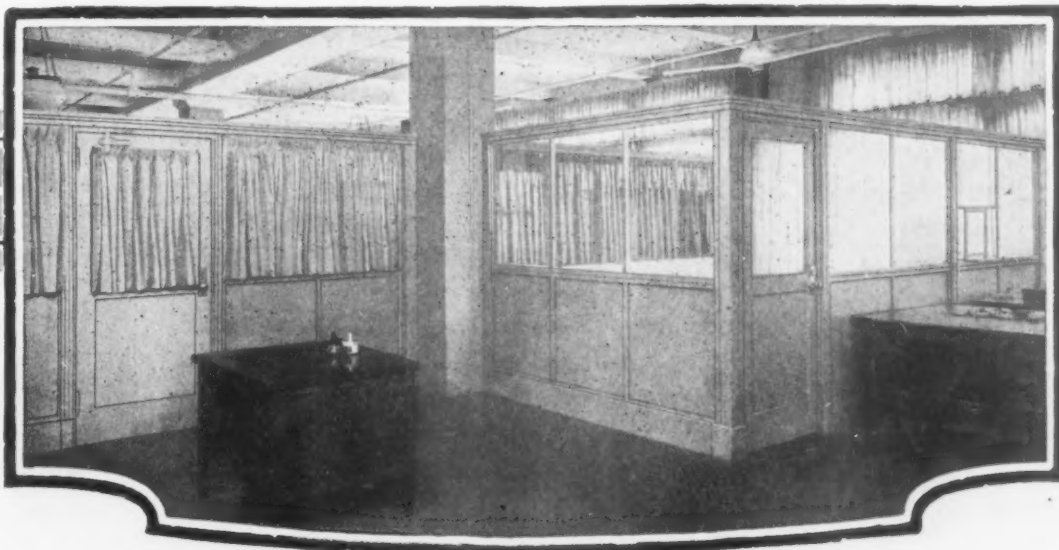
Cuyahoga River

The Cuyahoga River which runs under this bridge is navigable for several miles and admits the largest carriers upon the Great Lakes. The High Level Bridge is the most famous of five great bridges crossing this valley, all of them being notable examples of modern engineering.

The Cuyahoga County Court House

Along the lake shore north of the Public Square, and reached by any one of the north and south thoroughfares is Lakeside Avenue.

At the foot of Ontario Street on Lakeside Avenue is the Cuyahoga County Court House, a



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magnificent building of French Renaissance style of architecture. The exterior is of granite, and the interior of Colorado Uhl marble. Exquisite mural paintings and beautiful panels of especially selected English Oak in corridors and court rooms are interesting features.

Cleveland's City Hall

Farther east on the same side of Lakeside Avenue at the foot of East 6th Street is the City Hall, a magnificent building of modified Roman architecture. It is of steel construction and reinforced concrete with walls of Vermont gray granite.

The great entrance hall is walled with Vorticini marble, imported from Italy.

The "Spirit of '76"

Of special interest is the Mayor's Suite, the Council Chamber and the large painting, the "Spirit of '76" painted by Willard, a resident of this city.

Cleveland's Public Auditorium—Convention Headquarters

Across the street from the City Hall, on the southwest corner of Lakeside Avenue and East 6th Street is Cleveland's Public Auditorium, the Convention Hall of The Rotary Convention. It is the finest and most serviceable building of its kind

The Theo. Kundtz Company

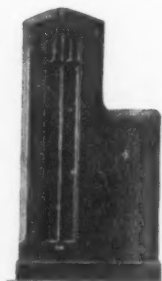
CLEVELAND

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THE Theo. Kundtz Company has enjoyed an enviable reputation in this country for the past fifty years. The study of correctly designed and well made church and school furniture for a half century has resulted in products of surpassing charm and enduring quality. Sketches and quotations will be mailed promptly after receipt of specifications. Offices in all principal cities.



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CLEVELAND, OHIO

Est. 1884

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in the United States. It has a seating capacity of 12,500 people and an exhibition area of 75,000 square feet. Its pipe organ is the second largest of the world and contains over 10,000 pipes and 150 direct speaking tubes. The echo organ is 300 feet from the console. In this building was produced the "Miracle", its only appearance in America, outside of New York City where it was originally produced in this country, and it was also the headquarters of the 1924 Republican National Convention. On the opposite corner of Lakeside Avenue and East 6th Street is the Central Armory which was the scene of much activity during the Spanish-American and World Wars.

The "Group Plan" of Public Buildings

In connection with this group of Public Buildings we might mention the "Group" Plan. This was an aggressive civic step which attracted world-wide attention to Cleveland. A "T" shaped tract of land approximating 104 acres in the heart of the city and known as the "Mall" will ultimately contain all of Cleveland's municipal buildings. The Cuyahoga County Court House, costing \$4,500,000, the City Hall, costing \$3,330,000, and the Public Auditorium costing \$6,500,000 which we have mentioned previously, as well as the Federal Building on Superior Avenue at the Public Square costing \$3,875,000, and the Public Library Building

For your Car

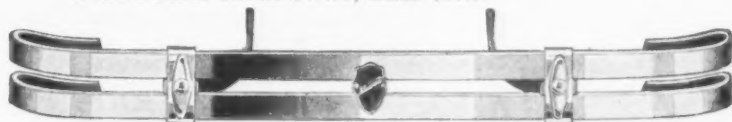
There is no bumper which offers so much beauty and protection as the Stewart.



De Luxe Model 223, Stewart Triple Bar Bumper (front or rear); guardrails finished in the Stewart highly polished mirrored nickel or black enamel, as ordered; end clamps in nickel only; name plate and rail clamp bolts red-enamelled. The bars are 2 in. wide and $\frac{3}{8}$ in. thick.

Eastern Price: Nickel \$37.50, Black \$32.00

Western Price: Nickel \$40.50, Black \$35.00



De Luxe Model 175, Stewart Double Bar Bumper (front or rear); guardrails finished in either the famous Stewart mirrored nickel or in black enamel; rail clamps in nickel only; name plate and rail clamp bolts are brilliantly red-enamelled. Bars are 2 in. wide and $\frac{3}{8}$ in. thick.

Eastern Price: Nickel \$25.00, Black \$21.00

Western Price: Nickel \$28.00, Black \$24.00

Stewart Fender Guards, protect the back of your car. Model 235 (Guardrails 2 in. wide and $\frac{3}{8}$ in. thick.)

Eastern Price:

Nickel \$25.00, Black \$23.00

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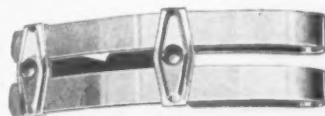
Nickel \$28.00, Black \$26.00



Stewart Shock Absorbers

Easily installed. Readily adjusted. Durable strap and brackets. Rod wrench free with each set.
Eastern Price: Set of two \$15.00
Western Price: Set of two \$15.50
Stewart Shock Absorbers for Fords.
Eastern Price: Set of two \$11.50
Western Price: Set of two \$12.00

"We do not believe there is any substitute for quality."



Stewart Electric

Windshield Cleaner.

Cleans the glass with a strong, steady sweep. Pressure of wiper on glass may be adjusted. Power for motor is supplied by storage battery; economical and efficient.

Eastern Price: Complete \$8.50

Western Price: Complete \$8.75

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Sacramento, 1516 J St.
San Diego, 811 Front at F St.
San Francisco, 1450 Van Ness Ave.

COLORADO—

Denver, 1153 Bannock St.

CONNECTICUT—

Hartford, 45-47 Wells St.

DISTRICT OF COLUMBIA—

Washington, 1117 14th St., N. W.

FLORIDA—

Jacksonville, 907 Main St.

GEORGIA—

Atlanta, 399 Peachtree St.

ILLINOIS—

Chicago, 1826-52 Diversey Parkway
Chicago, 1312 Michigan Ave.

INDIANA—

Indianapolis, 510 Capitol St.

IOWA—

Des Moines, 1600-1602 Locust St.

KENTUCKY—

Louisville, 953 S. Third St.

LOUISIANA—

New Orleans, 1322 St. Charles Ave.

MARYLAND—

Baltimore, 1117 Cathedral St.

MASSACHUSETTS—

Boston, 1111 Commonwealth Ave.

Springfield, 761 Main St.

MICHIGAN—

Detroit, 7321 Woodward Ave.

(Branch Office) Grand Rapids,
710-712 Monroe Ave.

MINNESOTA—

Minneapolis, 1116-18 2nd Ave., S.

St. Paul, 231 W. Sixth St.

MISSOURI—

Kansas City, 1827 Grand Ave.

St. Louis, 3206 Locust St.

NEBRASKA—

Omaha, 2043-45 Farnam St.

NEW JERSEY—

Newark, 332-336 Plane St.

West Hoboken-Jersey City, 3778

NEW YORK—

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Brooklyn, 1060 Bedford Ave.

Buffalo, 1224 Main St.

New York, 37-43 W. Sixty-Fifth St.

Rochester, 3 Charlotte St.

Syracuse, 516 E. Genesee St.

Tulsa, 257 Elizabeth St.

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Cincinnati, 224 E. Seventh St.

Cleveland, 2309 Chester Ave.

Columbus, 300 E. Long St.

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Portland, 495 Burnside

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Philadelphia, 1419 N. Broad St.

Pittsburgh, Baum and Millvale.

Scranton, 123 Franklin Ave.

RHODE ISLAND—

Providence, 110 Broadway

TENNESSEE—

Memphis, 241 Monroe Ave.

TEXAS—

Dallas, 2122-24 Jackson St.

El Paso, 709 Texas St.

Houston, 1711 Main St.

San Antonio, No. Alamo at 5th St.

UTAH—

Salt Lake City, 69 W. 4th So. St.

VIRGINIA—

Richmond, 1615 W. Broad St.

WISCONSIN—

Milwaukee, 582-584 Jefferson St.

WASHINGTON—

Seattle, 1515 Broadway

Spokane, First and Jefferson Sts.

Tacoma, 735-737 Broadway

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on Superior Avenue just east of the Federal Building costing \$4,000,000 are all occupied. The completed project will represent an outlay of over thirty million dollars and it is right in the heart of downtown Cleveland.

Home Grounds of Cleveland's "Indians"

Among the amusement places will be found Dunn Field, on Lexington Avenue at East 66th Street, the home grounds of Cleveland's American League Baseball Club. Cars marked Payne Avenue going east on Superior Avenue as far as East 9th Street and then along Payne Avenue stop at the entrance to the grounds.

Luna Park

Luna Park, a "Coney Island" type of park is located on Woodland Avenue and Woodhill Road. There is nominal entrance fee. This park may be reached by Scovil cars marked "Luna Park" from the Public Square or can be reached from all main east end lines by transferring to the East 105th Street crosstown line.

Highland Park Municipal Golf Course

On Kinsman Road, located on the municipal farm at Warrensville, is the Highland Golf Course, a sporty course of 27 holes. There is a nominal fee for playing privilege, also lockers, baths, etc.

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Cleveland, Ohio**

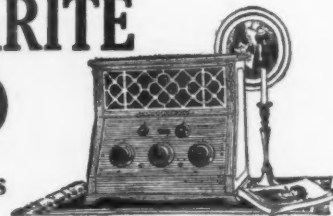
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250 tons per day**

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**WORKRITE
SUPER NEUTRODYNE RADIO SETS**

Noted for long distance and extreme selectivity. Entirely free from whistles and howls. Built and guaranteed by a Rotarian manufacturer—your assurance of a square deal. Various models and various prices. Write for particulars.

**THE WORKRITE MFG. CO.
V. H. Meyer, Pres. (Rotarian)
1812 E. 30th St., Cleveland, O.**

Welcome to Cleveland Convention, June 15-19

The Museum of Natural History

Among the other features of Cleveland is the Museum of Natural History, 2717 Euclid Avenue, where the admission is free.

Western Reserve Historical Museum

At East 107th Street and Euclid Avenue is the Western Reserve Historical Society, an interesting museum pertaining to pioneer life of the Western Reserve.

U. S. Postal Aviation Field

The United States Postal Aviation Field is on St. Clair Avenue at East 168th Street adjoining

the aeroplane plant of The Glenn L. Martin Company, where United States mail planes arrive and leave daily, except Sunday, to and from New York and Chicago.

Fairmount Reservoir

The Fairmount Reservoir, a wonderful municipal water works development, is just nearing completion. This reservoir is built on high ground just east of the junction of Quincy Avenue and Woodhill Road, reached by either Scovil or East 105th Street cars. It is a sight worth visiting.

Cleveland's Water Supply

The water supply of Cleveland as well as the

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POWER MOTORS**

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The Kinney & Levan Co.

George W. Kinney—Rotarian

Euclid at Fourteenth St. Playhouse Square

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neighboring cities and villages is obtained from two intakes located in Lake Erie about 4½ miles from the shore line. One of these intakes, a steel protection crib, may be seen extending above the water, while the other is of submerged type. Tunnels under the bed of the lake connect these intakes with the Kirtland Pumping station located on the shore of Lake Erie at the foot of East 49th Street and the Division Pumping station located on Division Avenue at the foot of West 45th Street. Visitors are welcome to these stations. The major portion of the water supply of Cleveland is obtained through the Division plant, adjacent to which is the Filtration plant with a capacity of 150 million

gallons per day. As soon as the Baldwin Reservoir is completed, water from the Kirtland Station will be pumped there. It will then be filtered and will be distributed by gravity to the major portion of the east end of the city. Cleveland's present pumping equipment is capable of supplying 270 million gallons of water per day. Only a few cities in the United States have a daily average consumption of water greater than Cleveland.

Warrensville Farm

One of Cleveland's most widely known public projects is "Warrensville Farm". Upon this municipally owned farm of 2000 acres are located



THE FISHER BROS.
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ICE CREAM**
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"CAR-VAN" STEEL POCKET KNIVES



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See Exhibit of "Old Damascus Sword Blade" Reproduced in "CAR-VAN" Steel, Hotel Statler Lobby, Convention Week.

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buildings of mission style architecture for the care and treatment of tubercular patients, a home for aged, infirm men and women, with cottages where old couples may spend their last years together; a municipal workhouse or house of correction with ample fields for the employment of its inmates with out-of-door labor during open weather, and shops for winter work. The farm represents a present value of two and a half million dollars, and is located upon one of the highest tracts of land in Cuyahoga County, eight miles from the center of the city.

For the Golf Enthusiast

For the visiting golf player, Cleveland has many

splendid courses. The Information Booths will give you the names of Golf Courses available to visiting Rotarians, and will also give complete details on how to reach them, etc.

Where to Dine and Dance

For the visitors who like to dine or dine and dance, Cleveland has many attractive and well conducted road houses. Inquiry at the Information Booths will bring complete information as to desirable places and instructions as to how to get to them.

Theatres

Cleveland has many splendid movie theatres,

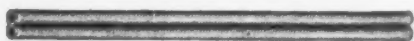
A cordial welcome
awaits Rotarians at
The Most Beautiful
Flower Store in America

The Jones-Russell Co.

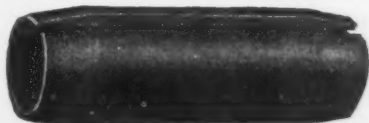
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National Copper Splicing Sleeves



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350 Rooms

MURPHY'S HOTEL

E. 9th St. near Euclid

Depot Cars Stop at the Door

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both along Euclid Avenue and in the outlying districts. The principal theatres for legitimate shows and vaudeville programs are located in Playhouse Square, in the neighborhood of East 14th Street and Euclid Avenue.

Cleveland's Boulevard System

One of Cleveland's greatest charms is its wonderful boulevard system. Reached from Euclid Avenue at E. 107th Street and going for miles in either direction through charming scenes of woodland beauty is the famous East Boulevard. There is both an upper and a lower drive to the north of Euclid Avenue and it winds for miles through

Wade, Rockefeller, and Gordon Parks, and then out through the exclusive Bratenahl district. The paving is in splendid condition, and an enjoyable hour can be spent driving along this boulevard. To the south of Euclid Avenue it runs up through the Heights district past Shaker Lakes and winds out into the open country. On the west side of Cleveland starting at the west end of the High Level Bridge is another wonderful boulevard which winds along the lake through Edgewater Park and affords entrance to three wonderful residential streets, Edgewater Drive, Lake Road, and Clifton Boulevard. This is also an enjoyable drive.



EVIDENCES of culture and refinement—scrupulous attention to details of service—sincere courtesy, kindness, thoughtfulness—true quality everywhere—beauty in flowers, music and decorations—all the values that make a hotel visit comfortable and enjoyable—these you find and appreciate at

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Rotarians: Ask for Michael Greenewhen in Cleveland

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Traffic Control

Right here it is well to devote some space to the system of traffic regulation, and some of the traffic rules of Cleveland. Along Euclid Avenue from the Public Square and extending as far east as East 18th Street is a system of traffic lights controlled by a central tower at East 9th Street. The system is similar to that in effect on Fifth Avenue, New York City, and all traffic in this territory moves simultaneously, controlled through lights overhead, at the intersection of each cross street. The green light is the signal to go ahead. The orange light which flashes but a second or two is the signal for traffic turning corners and is

the "Caution" signal. On the flashing of the red light all traffic stops at the intersection, although traffic which is proceeding between the intersections is permitted to move up to the intersection. At East 9th Street and Euclid and also at East 105th Street and Euclid no turning in either direction is permitted. On the other corners several different systems of traffic control are in use, as Cleveland is still experimenting with the best method of control. At the corner of Prospect Avenue and East 9th Street the light in the center of the street is controlled by an officer from a control station on one corner, while at Superior Avenue and East 9th Street the lights mounted at the four

Telephone Randolph 4620

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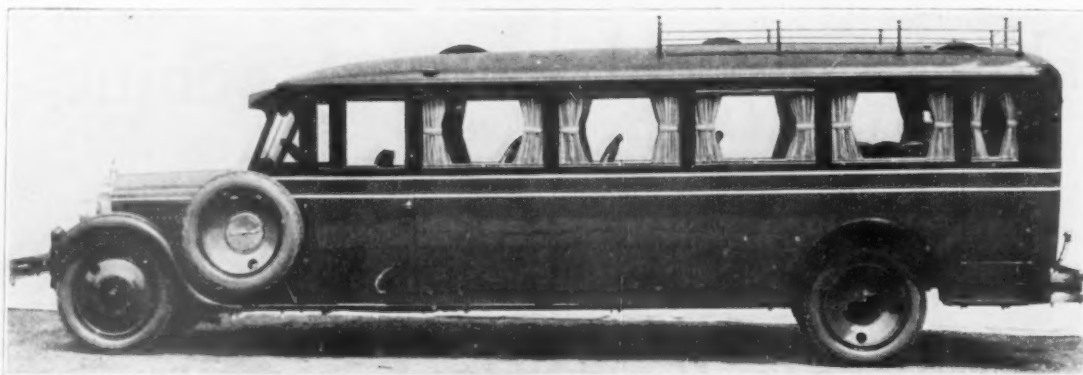
corners of the intersection are controlled by an officer in the center of the street. At practically all of the other corners traffic is regulated by officers stationed in the center of the street with either semaphores or arm signals.

Traffic Rules and Regulations

When making turns, traffic is supposed to cut as far to the right as possible to permit traffic not turning to proceed to the left. All traffic stops behind the street cars, loading or unloading passengers, excepting where safety stanchions are in the street, or in the congested part of the city where the passing of street cars is per-

mitted, where the automobile clears the car by six feet or more and proceeds cautiously under full control. In the congested districts 15 miles is allowed. For the benefit of visitors outside of the state of Ohio, the state has a general traffic law which has precedence to local regulations. Under this law 15 miles an hour is permitted in congested districts excepting where emergencies such as fires or accidents exist. 25 miles is permitted in regular residential districts, 30 miles is permitted in outlying country where the houses are far apart, and 35 miles is permitted in the open country. Local speed regulations abrogating this speed law are void. Parking restrictions in Cleveland are care-

Lang Bodies



Of course you want a good chassis—but—

The body is your advertisement to the riding public. For nearly half a century Lang has been building highest grade bodies; first carriages, then bodies to meet the needs of motor transportation. And all this accumulated wealth of experience is at the service of bus manufacturers and operators. Of course you want a good chassis, but you want a Lang body to make the ideal revenue-earning combination. It's the body that attracts.

THE LANG BODY COMPANY, CLEVELAND, O.

HOTEL WINTON

"Courtesy First"

Prospect Avenue Near East Ninth Street

Right in the "Heart of Downtown Cleveland"

REASONABLE RATES
GOOD FOOD
SPLENDID SERVICE

Just a minute's walk from
Cleveland's Shopping Center and
"Playhouse Square"

THE OTIS LITHOGRAPH CO.

Main Office and Factory CLEVELAND

CINCINNATI

CHICAGO

DETROIT

NEW YORK

PHILADELPHIA

COMMERCIAL POSTERS
CUT-OUTS
WINDOW TRIMS
STATIONERY
DISPLAY CARDS

GIANT ADS
MOVING-PICTURE POSTERS
THEATRICAL POSTERS
CIRCUS POSTERS

Cleveland Welcomes Rotary International

Welcome to Cleveland Convention, June 15-19

fully indicated. In the downtown section, on the main thoroughfares, parking for one hour is permitted, except during the rush traffic periods when no parking or stopping is allowed. On streets where there are no parking signs posted and where traffic is not extensive, parking for six hours is permitted. The parking regulations are either mounted on the steel light or trolley wire poles or on standards along the curb. Cleveland's Traffic Police are being equipped with Ford cars, and it is not advisable to exceed the speed limit to "beat a Ford" as it is liable to be a police car. There are still police on motorcycle duty also.

Cleveland Automobile Club

The Cleveland Automobile Club with headquarters on the second floor of The Hollenden Hotel at East 6th Street and Superior Avenue will be glad to give convention visitors any information regarding traffic regulations and the condition of roads in Cleveland and surrounding territory on application. They will also supply touring information.

Bus Lines and Interurban Cars

Cleveland is well supplied with bus lines, with the latest type of motor busses, and with moderate transportation charges and definite schedules to

Akron's Leading Hotel

THE PORTAGE



Special Attention to Tourists

Reasonable Rates—\$2.50 and up

Splendid Restaurant in Connection

IN THE HEART OF THE CITY

Drive to Cleveland!

Special Convention Rates

WASHING — GREASING — REPAIRING

Capacity 750 Cars

In the Heart of Cleveland's Activities

America's most unique Garage

Bulkley Building Garage

E. R. Muldrew, Manager



ALCAZAR HOTEL

CLEVELAND HEIGHTS

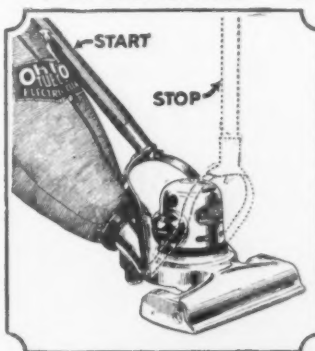
Fairmount 5400

Derbyshire & Surrey Roads

A clean, quiet, cool place to live, permanent or transient, garage in hotel. Good food and reasonable, music and dancing.

When you come to Cleveland drive up to the ALCAZAR, only a few minutes from down town.

Vacuum Cleaners



STOP! START!
Instantly

with The OHIO
The Cleaner with
the Self Starter

Just raise the handle. The OHIO stops and stands without propping. When you are ready to clean again, lower the handle to natural working position and the motor starts. No other cleaner will do this.

The TUEC

Stationary Cleaner

The TUEC is installed in many thousands of homes and buildings throughout the world.



The New Model TUEC

Truck Type Cleaner
Combines stationary cleaner efficiency with exceptional portability.

Send for Details

Known throughout the world for quality, efficiency, and service, the OHIO and the TUEC offer exceptional profit-making opportunities. Send for full information. No obligation.

The United Electric Company

Canton, Ohio

In Canada at Toronto

Cleveland Welcomes Rotary International

Welcome to Cleveland Convention, June 15-19

practically every town surrounding Cleveland. It also has interurban car service to neighboring towns. One interurban station is located on the northwest side of the Public Square and another is located on Prospect Avenue near East 9th Street.

The Municipal Information Booth

An information booth, municipally operated, is located on the Public Square where questions will be cheerfully answered and information cheerfully given.

"WTAM," "WEAR," and "WHK"

Cleveland has three large broadcasting stations

—"WTAM," the station of The Willard Storage Battery Co., being located on East 131st Street just north of St. Clair Avenue; the broadcasting station of the Goodyear Tire & Rubber Company, Akron, "WEAR" located on the roof of the Union Trust building at East 9th Street and Euclid Avenue, and "WHK" located on the roof of the Hotel Winton on Prospect Avenue near East 9th Street. Visitors to these stations will be welcome.

Cleveland's Street Car Service

Cleveland's street car service is known and praised by visitors from one end of the country to the other. It is operated by the Cleveland Railway

The Fuller Canneries Company

Canners of

New York State Vegetables of Quality

Rotarian JAY D. FULLER

Sales Office

Rockefeller Bldg., Cleveland, U. S. A.



F. L. Vlcek

THE VLCEK TOOL COMPANY

World's largest manufacturers of auto tool kits



F. S. Macourek

WELCOMES ROTARIANS TO CLEVELAND

Fellow Rotarians are cordially invited to visit our factory and see the very latest methods of tool manufacture.

Ask your auto accessory or hardware retailer for Vlcek tools.

EASY TO SAY VLCEK VLCEK TOOLS

MADE BY THE WORLD'S LARGEST PRODUCERS OF TOOL KITS

3000 East 87th St. Cleveland, Ohio

A Real Rotarian Paint—

Elastikote is a paint which lives up to the spirit and motto of Rotary. The service that it gives is really remarkable, simply because it is unusual in composition and unusual in manufacture.

I can conscientiously recommend Elastikote for all exterior surfaces of wood, brick or metal. It has been used for years by such well known firms as Libby, McNeill & Libby, Booth Fisheries Co., and Hammermill Paper Co.

We'll sell Elastikote direct to you, as we have no dealers. Write to me for prices and complete facts.



R. B. Robinette,
Rotarian and Secy.-Treas. of

The Tropical Paint &
Oil Co.,

1208-1250 West 70th St.,
Cleveland, Ohio, U. S. A.

Welcome to Cleveland Convention, June 15-19

Company under the direction and control of the Cleveland City Council.

The Tayler Plan of Street Car Operation

It is operated under what is known as the "Tayler" plan, a plan of private operation under municipal control, evolved by the late Federal Judge Tayler of this city. A definite income of 6% is guaranteed stockholders under this plan, and service at cost, plus a reasonable profit, is guaranteed car riders. The latest and most modern types of cars are used, and experts and engineers in municipal affairs from all over the world declare Cleveland's street car service the best in any city in the

United States. Today there are upward of 1600 cars in Cleveland and more than 400 miles of tracks. The cars accommodate from 70 to 80 passengers each, and more than 500,000,000 fares are collected from the city's traction lines every year. Provision is made by the Tayler Grant for the raising or lowering of fares based upon the earnings of the company, and at present a universal fare of 6 cents is in existence with the extra cent for transfer to connecting lines.

The Street Car Transfer System

Double transfers, with the second transfer free is in effect on all crosstown lines. This permits a

There Are So Many Occasions

"WHEN APPEARANCE MAKES THE DIFFERENCE"

FULLER SERVICE assures that distinctive fresh tailored effect that the well-groomed always demand.

The Fuller Cleaning & Dyeing Co.
7606-7614 Carnegie Ave., Cleveland

[[WILL Distilled Water, like pasteurized milk, soon be compulsory as a means to guard the public's health?]]

The DISTILLATA People

THE LANGENHAN CONSTRUCTION CO. MUNICIPAL CONTRACTORS

MARSHALL BLDG.

E. P. LANGENHAN, Rotarian

CLEVELAND, O.

Cleveland Welcomes Rotary International

Welcome to Cleveland Convention, June 15-19

person boarding a Euclid or parallel line street car and paying seven cents (six cents fare and one cent to the conductor for a transfer) getting a transfer to a crosstown line and upon the surrender of this transfer to the conductor of the crosstown line getting another to a line paralleling Euclid Avenue for the completion of his trip. The fares are deposited in the fare boxes by the passengers and the transfer charge is given to the conductor.

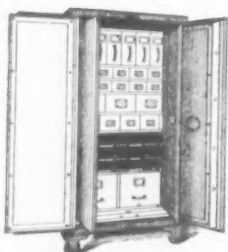
No Cars Through Public Square

None of Cleveland's street cars pass through the Public Square. It is the termination of all lines which run to the Square and persons wanting to

continue their journey through the Square can obtain transfers to lines continuing in the direction in which they are going.

Paying Fares in Street Cars

Owing to the fact that Cleveland has several different styles of cars in operation it is rather difficult to give any set rule for the paying of fares. The following general rule will, however, hold good in most cases. On cars going from the Public Square, fares are paid when leaving the car, or, on cars where the farebox is located in the center, when passing the fare box. On cars going to the Public Square fares are paid at the time of



The Utmost Degree in Protection

Protect Your Business Records The Diebold Way

DIEBOLD SAFE & LOCK CO.

Factory and General Offices

CANTON, OHIO

We Specialize in

RUBBER GLOVES

**SURGEONS
HOUSEHOLD**

**INDUSTRIAL
ELECTRICIANS**

We extend an invitation to visiting delegates to inspect our factory—the largest of its kind in the world.

THE WILSON RUBBER CO.
CANTON, OHIO

FRENCH GRAY ENAMEL WARE

**THE CANTON STAMPING
& ENAMELING CO.**

CANTON, OHIO

Whether it be in the Club, Hotel, Factory or Business Office the sanitary and efficient cleanliness which follows the use of the



Wyandotte Cleaning Specialties

always prove dependable and economical.

Ask your Supply Man

The J. B. FORD COMPANY, Wyandotte, Mich.

Sole Manufacturers

Local Office: 1037 Guardian Bldg.
Cleveland, Ohio

Colonial Hotel

Absolutely Fire Proof

George Fulwell, President & Manager
Wm. E. Gamble, Resident Manager

Reasonable Rates

Cleveland, O.

Welcome to Cleveland Convention, June 15-19

entering, or on those where the fare box is in the center, also when passing the fare box.

Entering and Leaving Street Cars

On cars having the fare box in the center, and doors at the front and center, entry is made at the front and exit from the center doors. On cars having only center doors, the entrance and exit are marked. On cars having doors at both ends, entrance can be made at either end, but exit only through the rear door.

Cleveland's Automobile Plants

Cleveland is one of the greatest automobile

centers of the country. Among the cars made here are the Baker R. & L., the Chandler, the Cleveland, the Jordan, the Kurz, the Peerless, the Rollin, and the Stearns. White Motor trucks are also made here, and the Ford Motor Company have an assembly plant on Euclid Avenue near East 118th Street.

Paints and Varnish Manufacture

Cleveland is also the world's greatest center for the manufacture of paints and varnishes. The Sherwin-Williams plant on Canal Road in the "Flats", and The Glidden Varnish Company on Madison Avenue, N. W., being two of the largest.



It was our privilege to furnish all models for Federal Reserve Bank in Marble, Bronze, Iron and Plaster. Similar contracts we have done are—

Guardian Bank
Cleveland Discount Bank (now Guarantee Title.)
Midland Bank.
Union National Bank (now B. of L. E. Co-operation Bank).
United Bank, W. 25th and Lorain Ave.
Cleveland Public Library.

We will be pleased to have you visit us while in our city.

THE FISCHER & JIROUCH COMPANY

4821 Superior Avenue, Cleveland

DECORATIVE SCULPTORS

We invite you all to inspect our new home in the Guarantee Title Building, 819 Superior Avenue, N. Y.



Rotarian P. D. Jones,
Vice President.
The Guarantee Title and Trust Company.



JOE HALTER
Rotarian

THE HALTER & RAGG SIGN COMPANY

1812 East 30th Street

Phones, Prospect 4566-7-8

ALL KINDS OF

ELECTRIC & COMMERCIAL SIGNS

SERVICE EVERYWHERE IN ELECTRIC SIGNS

Spectacular Roof Displays — Overhanging Street Signs — Original Theatre Attractions

Cleveland Welcomes Rotary International

Welcome to Cleveland Convention, June 15-19

Amateur Sports

Cleveland has always been a leader in the promotion of amateur sports. It was the birthplace of the amateur baseball idea as well as the National Baseball Federation, an organization having a membership of thirty cities and 677 teams, and conducting an annual intercity championship series. More than 30,000 registered athletes participate in Cleveland's organized sports every year, and interesting games can be seen at almost every park in the city on Saturday afternoons, Sundays and holidays.

Cleveland Public Library

No visitor to Cleveland should leave without

visiting the new main office of the Cleveland Public Library, which is located on the corner of East 3rd Street and Superior Avenue, next to the Federal Building. Erected at a cost of over four million dollars, it is situated in the heart of the business section of Cleveland, and extends through 945 branches to all parts of the city. Clevelanders borrow over five million books from this library annually and its scope outside of books is extensive. Perhaps the most modern phase of the library activity is the use of radio. Book reviews, bedtime stories, symphony concert program notes, and announcement of coming book talks at the main library are all sent out regularly by radio.

At Our Cleveland Store

we will keep "Open House" during Rotary Convention days.

For those interested in merchandise of highest quality, there will be displayed here drawing materials, surveying instruments, blue print papers, artists' supplies, kodaks and photographic equipment.

Come in—you will be welcome.

B. K. ELLIOTT, *Rotarian*
W. F. CHEW, *Rotarian*, Manager

B. K. ELLIOTT COMPANY

126 Sixth Street, Pittsburgh, Pa.

733 Prospect Avenue, Cleveland, Ohio

WELCOME

Euclid
at
Thirteenth
Street

Established
1860



The Higbee Co.

Importers and Retailers

Wade Park Manor

East 107th, north of Euclid

CLEVELAND



Delightfully situated, overlooking Wade Park, away from the grime and turmoil of the business section. Garage in connection. 400 guest rooms.

Geo. A. Schneider, *Rotarian*
Manager

ROTARIANS WELCOME!

To the Home of

Conkey's

Famous and Original BUTTERMILK FEEDS
(FOR POULTRY AND STOCK)

THE G. E. CONKEY CO.

Frank S. Sheets

CLEVELAND, OHIO

Stock and Poultry Remedies

Cleveland Welcomes Rotary International

Welcome to Cleveland Convention, June 15-19

The Cleveland Symphony Orchestra

Cleveland's Symphony Orchestra is proclaimed one of the best in America. Organized in 1919, this orchestra has played in fourteen states and in many Canadian provinces and has been honored by many invitations to play abroad. It is composed of 90 players and is an important factor in Cleveland's education and cultural progress.

The B. of L. E. Bank Building

The Brotherhood of Locomotive Engineers Co-operative National Bank, housed in a twenty story building of its own on the corner of Ontario Street and St. Clair Avenue was the pioneer of the labor

co-operative financial institutions in America. This bank has provided the nucleus around which twenty-one other co-operative banks have been established throughout the United States. Other lines of business in it which this movement has spread include the dairy and coal businesses, mortgage investment companies, tailoring establishments and bakeries.

The Lake Front

Cleveland has over fourteen miles of lake frontage protected by a breakwater five and three-quarter miles in length constructed by the federal government at a cost of approximately six million dollars with another million spent for dredging and

For Those Who Will Motor to Cleveland



THE above map showing the principal highways of the United States as far west as Denver has been prepared by the Cleveland Automobile Club, of the American Automobile Association. The recommended routes are shown by the heavy black lines. Hundreds of motorists will take advantage of the good highways leading into Cleveland, especially the many routes within the territory served in the 500-mile radius. Ample parking facilities may be had relatively near Convention headquarters. All of the routes shown are well marked and are in unusually good condition and June will be a most delightful month for those who wish to motor to Cleveland. Indications are that many automobile tourists "seeing America first" will take advantage of a stop-over in Cleveland for a week to attend the Convention.

The Rotarians on this page invite you to visit them when in Cleveland

maintenance. The harbor has a spacious entrance and extensive dockage for both passenger and freight service. Cleveland is the natural meeting place of ore from the upper lakes and coal from Pennsylvania and adjacent territory. The ships bring ore to Cleveland and take back coal, while they also conduct considerable traffic in grain from

the northwest. The tonnage handled on Cleveland's docks annually is greater than that of Liverpool, England, and greater than that of all the ports of France combined. In unloading iron ore the latest machinery is used, many of the docks being equipped with handling buckets having a "grab" of from ten to twenty tons at a time. Huge



Harry F. Blanchard

The Fleischmann Co.
"FLEISCHMANN'S YEAST"
2168 East 19th St.



Public Accountants Tax Consultants

James G. Card

Card, Palmer & Sibbison
1313 Union Trust Bldg.



Thomas E. Borton

Borton & Borton
SECURITY BROKERAGE
1326 Hanna Bldg.



A. Yates Clark

The Clark Restaurant Co.
1730 East 24th St.



Wm. H. Botten

The Owen Bucket Co.
Rockefeller Bldg.



Frank H. Clark

The Eclipse Electrotpe & Engraving Co.
Photo Engraving & Electrotyping
2041 East 3rd St.



James Braden

The Braden Printing Ink Co.
Printing & Lithographic Inks
104 St. Clair Ave., N.W.



Warren H. Coffee

The W. H. Coffee Co.
MEN'S TAILORING
614 Hippodrome Bldg.



Abner E. Brown

The Carey Co.
Asbestos & Magnesia Products
5906 Euclid Ave



Charles J. Crable

Morse Crable Coal Co.
RETAIL COAL & COKE
1663 Doan Ave.



Edward F. Buescher

The City Machine & Mfg. Co.
JOBING MACHINISTS
5317 St. Clair Ave.



James O. Devitt

The Cleveland Realization Co.
Second Mortgage Real Estate Loans
1308 Union Trust Bldg.

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The Rotarians on this page invite you to visit them when in Cleveland

mountains of ore are familiar sights along Cleveland's docks. From these docks it is distributed all over northern Ohio where required.

Cleveland's Community Fund

Next to the City Manager Plan of Municipal Government, the Cleveland Community Fund has

probably excited the greatest comment nationally. Every large city has its social and philanthropical problems, but Cleveland feels that it has found the logical and pleasing solution. Incentive for this movement came from the success of the War Chest Campaign, the idea of which was also born in Cleveland. One week each year is devoted to



Henry L. Ehlert

The Cleveland Store Fixture
Company
1307 East 40th St.



Fred S. Ingalls

The Blum-Ingalls Co.
EMPLOYMENT SERVICE
831 Guardian Bldg.



Louis N. Gross

L. N. Gross Co.
APRON MANUFACTURING
323 Lakeside Ave.



Ludwig Jaeger

Haworth Marble Co.
MARBLE CONSTRUCTION
Union Trust Bldg.



William M. Hardie

The Wm. M. Hardie Co.
Manufacturing Confectioners
2260 East 69th St.



James L. E. Jappe

PUBLICITY SERVICE
716 Hickox Bldg.



Wm. J. Haworth

The Haworth Marble Co.
MARBLE CONSTRUCTION
Union Trust Bldg.



James D. Johnston

Johnston & Rosenthal
ORCHESTRA SERVICE
2067 East 9th St.



**Bert Hill
Hatter**

Hill & Hart Brown
Leader-News Bldg. "He Sells Hats"



James W. Kelley

The J. W. Kelley Co.
Metallurgical Service
Haestead Ave., Cleveland



Anson P. Howland

STEEL FOUNDRY SAND
Geauga Silica Sand Co.
1409 Schofield Bldg.



Frank M. Kirk

Beaver Coal Co.
COAL MINING
Swetland Bldg.

The Rotarians on this page invite you to visit them when in Cleveland

The Rotarians on this page invite you to visit them when in Cleveland

raising a set amount for charitable purposes. Every year since 1919 Cleveland has averaged over four million dollars and the number of pledges has grown from 148,234 in 1919 to 423,000 in 1924. The fund serves all classes of charity regardless of religious faith, and the budget for 1925 is four million three hundred and seventy-five thousand

dollars, which will be raised by many thousands of workers in one week's time, during which time they give up all or a large of their regular occupations. This plan places the burden of charity over the whole people instead of among the few charitably inclined persons of larger wealth, as used to be the custom.



B. W. McCausland, Jr.

American Cement Plaster Co.
The Beaver Products Co., Inc.
702 Guarantee Title Bldg.



William T. Rossiter

The Cleveland Builders Supply
Company
General Builders' Supplies
Retailing
1031 Leader-News Bldg.



Herbert C. Moatz

The Collonwood Shale Brick
Company
16220 Saranac Rd.



Edward W. Sloan

The Davis Laundry & Cleaning
Company
1516 East 66th St.



Alfred A. Murfey

The Cleveland File Co.
FILE MANUFACTURERS
3400 Hamilton Ave.



Steinway and
other Pianos
Duo-Art Pianolas
Player Pianos

Vicrolas and
Vocalion
Phonographs

Harry R. Valentine

The Dreher Piano Co.
1226 Huron Rd.



Edmund T. Nicholas, Jr.

The Manifold Co.
Manufacturers of Manifold Forms
13300 Coit Ave.



Ewart G. Walls

The Wm. Edwards Co.
Importers, Producers, Distributors
HIGHEST QUALITY FOODS
1300 West 9th St.



Drake T. Perry

The Harshaw, Fuller &
Goodwin Co.
MANUFACTURING CHEMISTS
545 Hanna Bldg.



Roland W. White

The Colonnade Company
CAFETERIAS
1830 Keith Bldg.



Clifford E. Pierce

The Betz-Pierce Co.
"STEELS OF QUALITY"
Cleveland



Fred J. Woodworth

The Union Trust Co.
Euclid and East 9th St.

The Rotarians on this page invite you to visit them when in Cleveland

Gasoline Alley

(Continued from page 12)

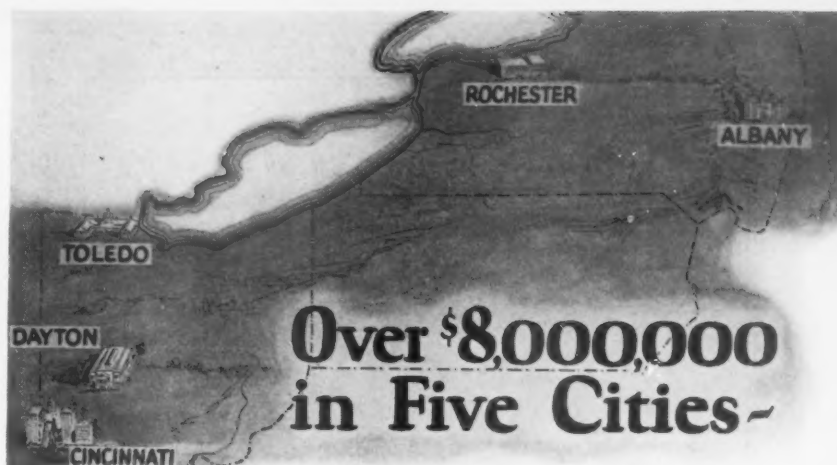
should, amongst other measures, look to the eventual internationalizing of traffic rules—at least so far as racial, topographical, and economic features permit. So far the matter has not gone beyond local regulation—or at best national. While it is eminently desirable that each community should have its own traffic control, I think it will be conceded that a certain amount of national or even international regulation may well be superimposed with universal benefit.

For instance a handy little volume issued by the United States Shipping Board shows that within eight or ten leading European countries there are speed limits for country driving ranging all the way from no limit to about nineteen miles per hour; while for town driving limits run from eight to fifteen miles an hour. This same volume shows that some countries require the use of one green and one white headlight; some require two licenses—tourist and local; some require the automobile to bear a plate with the owner's name; in some lands car duty is assessed by engine horse-power, in others by car-weight; and various other conditions combine to make touring difficult and expensive. This situation is somewhat paralleled in the United States, where you cannot drive from New York to Washington under the same set of regulations, and where one occasionally finds automobile "traps" which benefit the local police and justices more than anyone else.

Someone may say that any idea of international automobile regulation is as impractical as it would be to ask for international rules on railway signals. The answer is that you cannot load a train on a ferry boat and take it to another country—but there are several trans-Atlantic lines which stress their facilities for carrying automobiles. Until Mr. Ford's "flivver aeroplanes" give us new problems, the automobile seems about as good general utility transport as we shall get.

AN international code of traffic signals and road marks would seem to be a good starting-point. It is not necessary to destroy what we have now, but it might be possible to agree on a system which should become effective say, in celebration of the year 2000, and to work toward it by arranging our new markings to conform, and gradually changing old ones. The beauty of a sign language is that it can be universal. A baby talks no particular language, but everybody knows what he wants when he stretches out his arms, inviting you to pick him up.

The traffic problem is not a mere



THE number of Civic, Social and Fraternal Organizations that recognize the necessity for professional management in raising money for building and liquidation purposes is increasing with remarkable rapidity. No more convincing evidence of this fact is needed than our own experience in being appointed to raise over \$8,000,000 in outright gifts in five leading cities.

First came the Masonic Fraternity of Cincinnati with a request for us to raise \$2,000,000 for a new Temple. We reached and passed the goal in twelve days. Two months later we returned and raised \$500,000 for the Cincinnati Chamber of Commerce. Dayton Masonry soon followed with a campaign for \$1,500,000 which we raised in twelve days. Then Dayton's Community Chest needed replenishing and again we were engaged to raise \$500,000. We did it in six days. Then followed Rochester and Albany, N.Y., with campaigns for \$1,500,000 and \$1,000,000 respectively. And now Toledo Masonry wants \$1,500,000 for a new Temple and has requested us to conduct the campaign.

Are you interested in raising funds for a Fraternity, Hospital, College, or Civic Organization? If so, write to us (on your business stationery, please) giving us as much detail as possible. We are not interested in projects involving less than \$200,000. We charge a flat fee based on a thorough investigation of the appeal and chance for success.

A copy of our latest brochure—"The Business of Raising Money"—will be sent to seriously interested parties.

HERBERT B. EHLER & COMPANY, INC.

15 Park Row, NEW YORK



**FOR YOUR CATALOG AND OTHER
ADVERTISING MATTER**
"Your Story in Picture Leaves Nothing Untold"

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.

I Will Loan You a **Hawkeye** BASKET REFRIGERATOR

Without a cent of cost to you, I want to loan you a Hawkeye Basket Refrigerator.

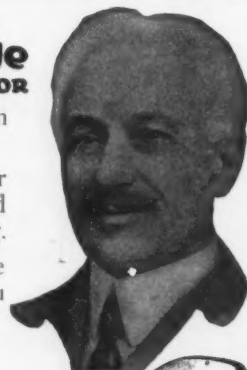
It's a neat, light, portable, basket refrigerator that will keep your lunch on your outings and auto trips deliciously cool, fresh and appetizing.

Write me now for pamphlet illustrating these basket Refrigerators and select the style you want.

E. A. Flanagan
President

Burlington Basket Co.

710 Hawkeye Bldg., Burlington, Iowa



GRAND SUMMER CRUISE JULY 1 NORWAY-Western MEDITERRANEAN

Specially chartered new "Lancastria." 53 days, \$550 up, including hotels, guides, drives, fees. Fascinating itinerary; stop-overs.

MAY-JUNE EUROPEAN TOURS

1926 World Cruise, Jan. 30; Mediterranean Cruise, Jan. 30
Longest experienced cruise specialists. Est. 30 yrs.
FRANK C. CLARK, Times Building, N. Y.



WORLD'S HANDIEST ADDER (Pocket Size)

A Marvel of Speed and Accuracy
ADD
SUBTRACT
MULTIPLY
DIVIDE **\$2.50**

Does the same work as more costly machines. GUARANTEED. Send \$2.50 and receive your machine by return mail.

MARVEL ADDING MACHINE CO.
123 W. Madison St., Chicago, Ill.

matter of signals, of course; it includes such stupendous tasks as remodeling cities to facilitate modern conveyance, coordinating various kinds of transport, and cooperation between states—and ultimately between nations—not to mention incessant campaigning for the elimination of reckless drivers and equally reckless pedestrians. In such a gigantic undertaking it is obvious that anything which prevents unnecessary confusion saves time, property, and lives. A sharp turn of the road is no less dangerous in Egypt than it is in Panama—and whoever denies that human life is more precious in one country than in another must be either an egoist or a casuist.

This is no "making the world safe for the automobile driver" plea, for the pedestrian or the teamster has just as much at stake. We are gradually learning that the old fable about the boy and the bundle of sticks has not lost its point. Things which break individuals can be restrained by communities.

Therefore I venture to set down a few observations from America's experience with automobile and other traffic in the hope that they may find response elsewhere. It has been learned in the United States, and other countries sustain the lesson, that traffic cannot be handled by spasmodic strict enforcement of laws against speed. Whatever laws are used must be intelligently made, and conversely, whatsoever laws are made must be intelligently used—or enforced. There is no particular sense in bringing two hundred "speeders" into court one week and letting four hundred "get away with it" the next. It seems more intelligent to limit automobile licenses in the beginning, and to give authorities the right to cancel a license if the driver prove incompetent or unduly reckless at any time thereafter. In this connection it may be of interest to note how the Chicago Yellow Cab Company has succeeded in cutting down its accidents 34 per cent by applying three simple psychological tests for the 6,000 drivers employed.

These tests were devised by Dr. A. J. Snow, of the staff of Northwestern University, who is a consulting psychologist for several firms, and are an excellent example of specialized tests for vocations. Besides their present use by this cab company, to which the plan was suggested by the safety committee of the National Association of Taxicab Owners, these tests have aroused considerable interest in various other transportation circles. They are now being studied by Illinois legislators, possibly with the idea of incorporating something of the sort in one of the sixty-seven assorted bills con-

(Continued on page 70)



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to tell you about advertising—Evidently THE ROTARIAN reaches China—had an inquiry from the Rotary Club of Peking, China, for a catalog. So you see we get inquiries from the FAR East as well as down

Gasoline Alley

(Continued from page 68)

cerning automobiles which await the attention of the present legislature.

The psychologist began by taking a job as taxi-driver for several weeks. This personal experience was supplemented by an examination of the best drivers to determine their predominant qualities. Dr. Snow found that the good drivers had three essential characteristics: common sense, habitual carefulness, and emotional stability—which means simply the ability to respond to emergencies without hysterics. Then he prepared three tests to determine whether applicants had these desirable qualities.

First comes a written intelligence test. There are no trick questions, in fact a 14-year-old boy made 128 points in this test, yet certain adult applicants could not make 50 points in twenty-five minutes, this lack of normal mentality being enough to eliminate them at the beginning.

Next is the emotional-stability test, which is given with the aid of electrical apparatus. The applicant is seated in a cabinet before a table with a switch-board, two big electric cells, and a spark gap. His feet are planted on two pedals. While he is occupied with lighting little signal lamps at the switch-board, he is told that something unusual may happen—and if it does he is to press down on a third pedal and move a switch with his right hand. Then the door closes behind the man giving the test, and the applicant continues to busy himself with his signal lamps. Suddenly without any warning, the man outside throws a switch. A streak of electricity shoots across the spark gap in front of the candidate, and he has to do something—fast. Most applicants react in about two seconds, remember their instructions, and shut off the spark, but some go to pieces completely. For instance in one group of a hundred applicants, twenty of them took fifteen seconds to rally round, and thereby lost their chance of a job. When you consider that a car going thirty miles an hour moves 660 feet in fifteen seconds, you can see why.

The third test sorts out the habitually reckless, although it is deceptive in its simplicity. There is a large pile of miscellaneous articles. The applicant is told to place all these on a small table—and not to waste any time about it. Here the old proverb about "haste makes waste" gets emphasis. The chap who is forever taking chances is quite apt to drop a book into a pan of water—to dump a heavy bag of salt on top of the eggs—or otherwise to "spill the beans." And the man who does such things is also apt to be one of the 18

per cent of the drivers who have 46 per cent of the accidents. Or more accurately he would be—if he got the job!

The Chicago Yellow Cab Company, I might add, is responsible for the innovation of the red, amber and green traffic lights on the famous Michigan Boulevard. They were installed with the understanding that if the signals worked well the city would adopt the scheme, buying the lighting system; if not, the cab company would pay the original cost plus that of having the synchronized lights removed. After due trial on this thoroughfare, where automobiles run three and four abreast in each direction, it was found that the stop-and-go lights reduced accidents 75 per cent. The city now has similar lights on practically all busy boulevard intersections.

BUT no amount of traffic lights will save the "jaywalker" who tries to clip five seconds by diving through moving traffic—and then spend a few months in reflection at the hospital. Nor will they save the driver who tries to cut in between a moving street car and the solid supports of an overhead bridge. The traffic policeman has done his bit when he blows the whistle; the rest depends on public intelligence.

Public intelligence is largely a matter of education, and to this end the efforts of various trade associations, automobile clubs, police and other city officials, legislators, railroad and other transport directors, teachers, etc., are being united. The remodeling of cities in accordance with modern ideas of planning and zoning commissions must necessarily be a slow and expensive process. For example take railroad grade crossings, which are more of a problem in the United States than elsewhere. C. B. Auol, president of the U. S. National Safety Council, says that it would cost twenty-five billion dollars and take 300 years to eliminate all the grade crossings in the United States. He also points out that of the many accidents which occurred at these points in 1924, 70 per cent took place in broad daylight, and 63 per cent at crossings where the view was entirely clear. Yet none the less 2,000 people were killed and 6,000 injured at railway grade crossings during 1924. Evidently a lot of drivers bet a 2-ton automobile against a 300-ton locomotive!

What is true of grade crossings is more or less applicable to the other plans for relieving traffic congestion and saving lives. Such things as arcading of streets, provisions of parking space, arterial highways, subways for freight, training of police, licensing of

drivers, safety education for children, mechanical improvement of cars, and decentralization of cities are not achieved overnight, nor shall we ever eliminate traffic accidents entirely. But by cooperation and intelligent action based on the studies of experts rather than the rhetoric of demagogues, we can do much. Let us just glance at some of these angles of the problem.

Arcaded streets are nothing new. They can be found in Rome and Pompeii as well as in our modern checker-board cities. But by using double or triple-decked streets we can do much to straighten out traffic snarls by assigning a different level to each class of traffic. This plan, it is true, will involve some radical changes in the use of display windows—it may even mean that many shops will have their chief display on the second instead of on the first floor. There is hardly sufficient evidence as yet to show how well the scheme will work out, and though it has been a success in some cities it may not be in others.

PARKING space is another problem—and an acute one in the larger American cities. It is no special advantage for the business or professional man to have a car unless he can find a place to park it while he is in the office. Curb-parking limits the traffic capacity of the streets very considerably, and cuts off the driver's view to a certain extent. Some cities attempt to overcome this by arranging parking space between the trees or boulevards, or by building huge garages with elevators or ramps providing access to the several floors. Expensive as these projects are, we must remember that the bill for auto thefts is not light—and that if a fire engine be delayed by parked cars we may lose property no less costly than the giant garage.

In Europe a good deal of freight is moved at night, and possibly this plan may become general in America. Certainly several American cities are coming to have almost as many transportation channels below the ground level as above it, and the freight moved by this underground route allows the surface traffic to move at a speed that is not retarded by trucks and delivery wagons.

Wherever traffic goes it is subject to police control, and the training of the men who form the first line of defense in any safety campaign is no small task. Pennsylvania, a state which has done well in this work, has impressed its officers with the idea that courteous but firm handling is much better than a ferocious "bawling out." The Pennsylvania highway police are largely recruited from former military men. Not only can they chase any speed-fiend to the finish, but they can give an off-hand

examination in highway law which soon shows whether the man at the wheel deserves a license or not.

Speaking of licenses, the American states which have been most successful in keeping down the number of automobile accidents are all adherents of a licensing system "with teeth in it." These states believe that no driver should have a license until he has passed various tests, and that having once obtained his license the driver should still be subject to re-examination at intervals. Physical fitness and sufficient sense to meet the more probable emergencies are the points stressed in the license examination. Yet it is interesting to note that in one year 15,000 applications were rejected in Pennsylvania alone, and 1700 licenses were revoked. When a driver has no license, the first motorcycle policeman who discovers the lack will promptly report him to the authorities—in some cases take him into custody. On the other hand, the risk of losing a license is an effective check on the inclination to speed.

So far we have been emphasizing the training of drivers, but that is only half of the safety equation. There is still the pedestrian to consider, and especially that careless individual the "jaywalker." Not infrequently in our larger cities some visitor from the country will cut diagonally across the busiest intersections without considering how different traffic conditions are from those to which he is accustomed. In their utter disregard of the swirling traffic these people remind one of sleepwalkers. Usually they recover from their injuries; sometimes they don't! But more often the "jaywalker" is not absent-minded; he is deliberately taking chances. Only by crossing busy streets at right angles to the traffic and at the proper place can the pedestrian give himself a fair chance. On country highways he should walk toward the traffic, not with it, so as to give both himself and the drivers opportunity to avoid accident. A driver cannot tell by watching the back of the pedestrian when the walker will suddenly turn and cut across the road, so on much-frequented highways the driver must slow up whenever he overtakes a pedestrian, and thereby delay all the traffic following. If it is night and the pedestrian chances to wear dark clothing the risk is still greater.

One feature in the new motor law of Virginia is a requirement that pedestrians using the highway shall keep to the left-hand side of the road—a rule contrary to traditional practice but adopted in the interest of safety. The pedestrian is thus placed where he can see approaching danger and not be run down from behind. In London, pedestrians have found it necessary to or-



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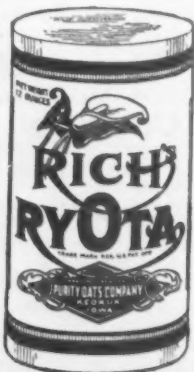
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ganize, so we have the Pedestrians Protection Society which recently opposed a highway ordinance that would permit automobiles to travel at a greater speed than at present. This is probably the first organization to protect the rights of the pedestrian.

Los Angeles, Cal., materially reduced accidents by a new set of traffic rules adopted last January. These rules are specially good in that they do not discriminate against any class but lay down the law for driver and pedestrian alike. If reckless driving gets no sympathy, neither does "jay walking," "hitching" or carrying extra passengers on the handlebars of bicycles, or on the side tanks of motorcycles.

There is one class of pedestrian to whom the law means little—who is specially liable to accident, not because of his deliberate carelessness but rather because of his youth. The small boy in the city streets is a constant cause of anxiety for even the most considerate driver. It is not at all possible to guess just what a child will do. One is always more affected by accidents which involve children, and I have seen more than one driver brought into the police station completely unnerved by an accident which he was powerless to prevent. Busy little feet get astonishing speed out of roller skates and coasters. There are slides in winter and sandlot baseball games in summer. Perhaps additional playgrounds will help to keep the children from under the wheels, and playgrounds, in turn, are part of the problem of decentralization.

MORE than one American city has become hidebound, so to speak. The attempt to jam all the business houses into a certain district has resulted in terrific concentration, which brings its own problems. Such piling up is accentuated by the thoughtless spirit which says: "A new skyscraper to house 15,000 people? Fine! Let's have it. That will impress the visitor." True it will, but the visitor is not likely to provide means for getting 15,000 workers to and from the office, nor for feeding them at noon. Consequently many businesses have just packed up and moved out where there is space to breathe. They have established little communities for their workers and sometimes have actually saved money by the change. Decentralization involves more travel for some people, but whether or not it benefits the community as a whole is an open question.

Two other factors deserve mention in any article on automobile traffic, the first of which is the mechanical improvement of the car itself. This is mostly work for the chemists and engineers, but they deserve the cooperation of us all. They may invent four-wheel brakes, may tell us how to focus head-

lights to avoid glare, may furnish bumpers to take up the first impact, and do many similar things. But unless they have public cooperation these improvements cannot give full value. Bit by bit the engineers have removed objectionable features of the automobile, the noise and smell have been notably reduced, the automatic wiper assures the driver clear view, tinted glass softens the glare of the sun, and other features make for safety and comfort, but the mechanical engineer cannot make us use these aids—he can only hope.

THE second factor is roads, enough good roads. The United States has some 2,000,000 miles of highways, including 455,000 miles of the improved type. Yet when you get in the traffic lanes which exist within about 50 miles radius from any large city, you realize the urgent need for still more good roads. Today our roads do not march straight from point to point after the old Roman fashion. We have dodged stiff grades but we have not yet found a road surface that will be equally good in any weather. This also is a problem for the experts, with incidental assistance from taxpayers.

Remodeling highways or city streets is an expensive affair, often a long drawn out process. London spent \$30,000,000 on King's Highway from High Holborn to the Strand—one mile of road. Chicago spent \$16,000,000 to take the "bottle-neck" out of Michigan Boulevard by widening one mile of roadway, with a bascule bridge across the Chicago River, and thus secured one clear wide stretch of thoroughfare. St. Louis is undertaking the widening or extension of some 100 miles of streets. These heavy initial expenditures often pay for themselves several times over through the increased facilities for business. In addition, it is estimated that the economic loss from all accidents costs each American about \$50 per annum, and since a good deal of that is attributable to highway accidents it seems we are paying many times over for the improvements, whether we get them or not!

Before we spend our money, however, we should have some idea of what we want to buy with it. Roughly speaking our traffic problem has two main angles—need for immediate relief and planning for permanent relief. Each city should own a set of traffic maps in which pins indicate the points where accidents occurred. Any cluster of pins marks a sinister point that should have immediate attention. Other emergency measures, of course, should be applied wherever repairs are urgently needed, before a costly smash makes the city liable.

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Here, too, John Hancock wooed the fair Dorothy Quincy, whose family homestead still stands, splendidly preserved. Here, also, are countless relics of those early days. The honored dust of our two early Presidents lie in the crypt under the old First Parish Church.

Quincy will fittingly celebrate her Tercentenary, one feature to be a great pageant at Merry Mount, depicting scenes interwoven with Quincy's history. Famous characters will spring to life again. Gov. John Endicott, Capt. Wellston, Sir Henry Vane, Anne Hutchinson, William Coddington, Thomas Morton, Abigail Adams, Col. John Quincy, Rev. John Wheelwright, Capt. Miles Standish, Joseph Gooch, Lydia Hancock and John Adams will all be reincarnated, in many cases on the actual scenes so vividly associated with them, three hundred years ago.

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lose sight of the permanent improvements. There must be some comprehensive city planning, some scheme for coordinating railways, bus lines, electric lines, and other traffic to the best advantage. The public is really less concerned over the type of transport than over the effectiveness of transportation. The city worker who has to spend one or two hours a day in getting to and from his job is not apt to enthuse over an administration which permits him to be subjected to a shoe-horning process into the bargain. If he must give, say thirty eight-hour days of each year, to riding around, he wants a fair amount of comfort and safety while he does it. Thus city planning is no task for any one man or any single association. It is no playground for petty politics, but requires united action and as much expert advice as we can secure. In all this Rotarians or members of other service clubs can find some worthwhile work ready at hand.

FOR Rotarians are directly interested in traffic problems, whether as car-owners, members of trade and professional associations, or just as good citizens. Recent figures indicate that 100,000 Rotarians own about 107,000 motor cars and 290,000 trucks. Probably statistics would show very similar conditions for other service clubs. That the implication is realized is shown by the Rotary Club of Montgomery, Alabama, which offered \$50 in gold for the best traffic code submitted by any individual. Miss Lillian Allen, a teacher, won the prize, and the club is distributing 10,000 copies of her code to school children. It is significant that the Golden Rule finds a place at the very beginning of the code.

Roger Babson says that "as the automobile took us away from our home, radio is bringing us back; as congestion on highways began to rob motoring of its fun, nature took a hand in the game and radio was developed." But the factories will soon replace those parked cars with new ones, no matter how many owners stay home trying to get Cuba on a three-tube set. Still the law of compensation will go on working in other directions, and it should teach us to take the manners of the home out on the highway, to refrain from reckless driving as well as from holding up traffic while we dawdle along, for if we put pleasure into motoring we are bound to get it out again.

At the U. S. National Safety Confer-

ence it was suggested that each locality make its own speed laws, but that less than 15 miles in open country was not desirable—and more than 35 miles an hour should be *prima facie* evidence of recklessness—unless the driver could prove it otherwise. This Washington conference was attended by representatives of nine national organizations interested in traffic, and was probably the most far-reaching thing of its kind yet attempted in America. It was further remarkable for a speech made by the Hon. Herbert Hoover, U. S. Secretary of Commerce. Toward the close of the sessions over which he presided, he said:

"The growth of our population, the growth of industry, the growth in complexity of our civilization itself demands of the American people a far wider degree of cooperation if we are to continue to progress. In earlier days when there were about three men in a county they seldom rubbed elbows, but today when we have as many as seven millions in a county we are confronted with a multitude of problems that can be solved alone by intelligent cooperation of the entire community. I have conceived this conference and other conferences of this character as perhaps the first steps in a new conception of government. Not government from a central authority, but government by stimulation of the local community to its responsibilities, and the education of the local community to intelligent action. That to me is a far wiser, a far greater solution than the constant drive to centralize the government of the United States. That has been the sense of this conference and should be the sense of its continuing organization."

Now if each reader will substitute the name of his own country for the "United States" he will have the real answer to the traffic problem. Moreover, he will have the real answer to that much debated question, "What is speed?" For it cannot be denied that any disregard of the well-being of the community is not speed—but just plain idiocy. So whether the problems of Gasoline Alley remain more or less concentrated in America, or whether they confront all nations alike, it seems that intelligent community action is our real solution. On that we must depend to keep our traffic mobile and our highways safe; by that we shall set ourselves a task even more worth while because we can hand it on to posterity.

The July number will contain the complete address of International President Everett W. Hill before the Rotary convention at Cleveland. The August number will contain the other important addresses made at the Cleveland convention together with a summary of the reports made and resolutions adopted.

Rotary Club Activities

(Continued from page 32)

agreed to back the project financially and otherwise.

The Company was formed with a capitalization of \$30,000 in \$10 shares. The City Council agreed to become shareholders to the extent of \$5,000 by placing the \$750 annual taxes, etc., in a special "sinking fund" to be used only for payment of principal and interest if necessary. The city also took a \$5,000 mortgage on the property, and when this is retired the Rink Company is to pay the city common shares in the company to the amount that has accumulated in the sinking fund. This arrangement gives the city an interest in the Rink Company without using any current revenue. The public bought \$12,000 worth of shares and the Rotary Club took \$5,000.

Although the building cost \$23,000 or \$1,000 more than had been expected it was decided not to increase the mortgage but to secure the difference from current profits. The building is of reinforced concrete and brick and has a special mica roofing. There is an ice surface of 80 ft. x 180 ft. and seating accommodation for about 1,500 people. Waiting-rooms and a concession-room are also provided. Probably several uses will be found for the building during the summer, the directors have already been approached with propositions for a dance floor, flower shows, etc.

While Medicine Hat Rotary was not directly responsible for this project the club feels glad to have helped in securing such recreation for the city. Medicine Hat has a population of about 14,000.

Subscribe to Memorial For Student Soldiers

EDMONTON, ALTA.—When it was planned to install a pipe organ in Convocation Hall of the University of Alberta as a tribute to University teachers and students who fell in the World War, the Rotary Club of Edmonton decided to make a contribution towards this memorial.

Correspondent Will Write Twelve Letters a Year

AUCKLAND, N. Z.—In accordance with a plan to have every member an active member, the Auckland club will select some Rotarians to correspond with Rotarians of other lands so that each country may learn more about the other and benefit accordingly. Each of these Rotary correspondents will be asked to write twelve letters a year, or more if he wants to.

Studied Criticisms Of Rotary

MUNCIE, IND.—On April 14th, Muncie Rotary proposed to devote the meeting to a discussion of Sinclair Lewis' "Babbitt" and other sharp criticisms of service clubs. The general plan was to consider the indictments as frankly as possible, and to hold a round-table discussion to determine whether the caustic comment was deserved, what could be done if it were, or what might appropriately be done to correct wrong impressions in case the criticisms were not justified by the facts.

The Hundred Per Centers Are Still At It

KANSAS CITY, KANSAS.—And now comes Kansas City Rotary with a few statistics on attendance. We learn from the "War Whoop" that one of their members has eight years of perfect attendance; two five years; one three years, and seven two years. The secretary has only missed two meetings in five years—both because of illness—and thirty-five members have been 100 per cent since January.

English Club Endorses Child Labor Regulation

MANCHESTER, ENGLAND.—After Miss Agatha Harrison, national industrial secretary of the Y. W. C. A., had given a vivid description of child-labor conditions in some parts of China, the Manchester Rotarians whom she addressed passed a resolution endorsing efforts at child-labor regulation being made by the Municipal Council of Shanghai. This resolution was forwarded to the Shanghai Rotary Club, through whom the Manchester club desired to congratulate the Municipal Council on having established a commission for the study of factory conditions.

Has Seven Years of 100 Per Cent Attendance

LOS ANGELES, CAL.—They have another candidate for Rotary attendance honors here. We quote from the "Rodeo Weekly": "For over seven years Rotarian John Forbes of Los Angeles has maintained a 100 per cent attendance record. This is what he says about it:

"During the past seven years I am recorded with 100 per cent attendance and only on two occasions have I had to avail myself of the courtesy of outside clubs when I missed by own club meeting. It is a record I am proud of.

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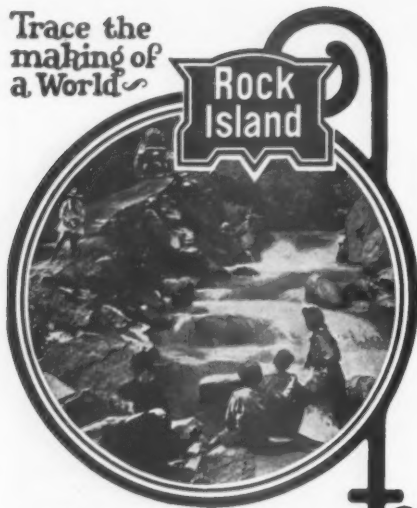
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You ask: "How can I absent myself from business so regularly?" The answer is easy.

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"In the second place I am not financially able to do for Rotary as much as I'd like to, so the least I can do is attend meetings.

"In the third place, the program offered at Rotary luncheons is a most liberal education, and no one should ever overlook the opportunity of learning all he can. We get the very best of first-hand information on all sorts of topics, and in many cases on subjects we would hardly ever think to inquire about. And last and probably best is the warm handshake and genial smile which greets you every Thursday."

Monthly Forum Discusses International Industry

BRIGHTON, ENGLAND.—In March the monthly forum of the Brighton club was based on the assertion of the Bishop of Durham that "It is impossible to deal today with industrial problems except on an international basis." The question discussed was: "Can Rotary International help?" Discussion revealed much divergence of opinion both as to the correctness of the Bishop's premises and as to the possibility of Rotary helping materially in the solution. One speaker thought such problems were apt to be political—and therefore beyond Rotary's scope; also that as employers Rotarians were rather out of touch with the other side of industrial problems; further that Rotary was not yet "sufficiently sacrificial." Other speakers were more optimistic pointing out that Rotary could help indirectly by spreading its own gospel, by acquainting members with conditions in various countries, and by organizing public opinion in favor of the suppression of child labor and the raising of standards of living where these are low, and therefore operating to the economic disadvantage of competing countries where standards are higher.

"The House That Jack Built"—New Version

NASHVILLE, TENNESSEE.—Occasionally we see something novel in the way of club publications which seems to justify mention in this department of the magazine. This month we are glad to mention the blue-print issue of Nashville "Rotary" issued on March 31. It was not only novel in make-up but it contained the following breezy item:

Program—In all these United States there lies no man, woman, or child so ignorant as not to have heard of the House That Jack Built.

We don't happen to know his name, but we do know that Jack's publicity man must have been a knock out, for the House that Jack Built has passed down in history, yea, from the farmer who sowed the corn, that kept the cock that crowed in the morn, that waked the priest all shaven and shorn, that married the man all tattered and torn, that kissed the maiden all forlorn, that milked the cow with the crumpled horn, that tossed the dog, that worried the cat, that killed the rat, that ate the malt, that lay in the house that Jack built! (Time out—to breathe.)

"However, when it comes to building and equipping a home—from the purchase of the lot to the installing of the party line—Jack has nothing on our members.

"Today, we'll be given a practical demonstration of Service and the House That Rotary Built right before our very eyes, will be deeded to one of our members who, it is rumored, may possibly have future use for it.

Concerning Doll Babies And "Baby Dolls"

NEW YORK, N. Y.—At the big benefit sale on behalf of the Rotary Camp for Crippled Children doll babies were expensive—almost as expensive as "baby dolls." One might suspect a connection—there was. When a doll baby sells for \$375; is given back and auctioned again for \$125; when three other dolls fetch \$125 apiece; and one brings \$65; there must be cause as well as effect. To quote "Spokes" here is part of the cause "a bevy of the best-looking young ladies ever seen under one management sold enough flowers to sprinkle the road to the Pearly Gates, and grab-bagged every loose dollar in one important part of New York."

But besides this there was Roxy and His Gang—and these radio artists made a special effort to furnish a memorable program for 2,000 Rotarians and guests or as "Spokes" has it "just lifted us right up where there were no barriers between us and our better selves." To them, to the Rotary Anns who dressed the dolls, to the friends who helped so heartily with the buying and selling, New York Rotary is indebted for the success of another enterprise.

Invite Other Clubs

KOKOMO, IND.—At the invitation of the local Rotary club, members of the Kiwanis, Lions, Tomorrow, and Altrusa clubs and the Chamber of Commerce gathered with Rotarians for a theatre party. Besides witnessing a good performance of "Six Cylinder Love" and a style show, the members of the various organizations laid the foundation for a united effort in civic co-operation.

Calling Names

(Continued from page 9)

fect naturalness and grace of manner, his charming abandon of conversation, his unaffected modesty, his warm ardour for all that is noble and good. . . . And all through the evening not a word to recall his greatness amongst us, simple, natural, an equal among his equals listening to everyone, drawing out everyone, with a force and a modesty that touched us more than all his power.

I think you will like to know that it is John Richard Green, author of the *Short History of England* who was speaking. And Morley, himself, states:

It was my own good fortune to pass two days with him (Gladstone) at this moment at High Elms. . . . On the Sunday afternoon Sir John Lubbock, our host, took us all up to the hill-top whence in his quiet Kentish village Darwin was shaking the world. The illustrious pair, born in the same year, had never met before. . . . When we broke up, watching Mr. Gladstone's erect alert figure as he walked away, Darwin, shading his eyes with his hand against the evening rays, said to me in unaffected satisfaction, "What an honour that such a man should come to visit me!"

Here I might stop, but I would like to take an illustration from the Continent of Europe: "I read some pieces of Moliere every year," said Goethe, the greatest of Germans, and certainly a lord among men, "just as from time to time I contemplate the engravings after the great Italian masters. For we little men are not able to retain the greatness of such things within ourselves." With this, we can understand how the same Goethe, meeting Beethoven, whose fame as a musician still fills the world, stood uncovered in his presence, as before a genius.

We are not born with the genius of Goethe, but we may at least hope to imitate him in this respect; and in our dealings with our fellow-countrymen and in the expression of our views, we would do well to think more of Gladstone and of Darwin than of Dr. Johnson and Sydney Smith. Especially is this true in our relations with foreigners, for we are always looked upon in foreign parts as the representatives of our fellow-countrymen.

WHILE I veritably believe that friendship is the life of business, it would be too much to say that we only do business with our friends. We are willing to trade wherever the opportunity presents itself. The need creates the customer. But business wants more than this; it seeks not merely to satisfy the physical needs of mankind, but to produce wares which add to human comfort, in the evident belief, justified by experience, that the luxuries of today are the necessities of tomorrow.

It is in this sphere—the expansion of industry and of commerce—that friendship plays its part. The truth is, we must induce people to buy what we have to sell; we must persuade them to give up the old way of doing things and adopt better methods. And in so

far as we do this, production is increased and the number of our customers enlarged. The reason is, that the man of affairs changes his plans from day to day; he manufactures and sends to the four quarters of the globe the things which all people want, or for which a want has been artificially created, in order that it may be a need in the future. If there should be a special need, he endeavors to meet it; but the need as such—as distinct from the expansion of needs—is calculated upon the continuance of things as they are: normal trade, in normal times, to normal people.

We often hear it said in a shallow way, that business men are rivals. Outwardly they may be, but in truth, they are not. Each depends upon the other; each co-operates. No business is complete within itself; whatever we do depends upon something else which is done—and whatever a product may be, it is raw material for what we are to do with it. The business man is as much dependent upon others—not only at home, but abroad—as he is when he sits at the breakfast table dependent upon other countries and other climes for his modest repast. The wheat which makes the roll of bread which



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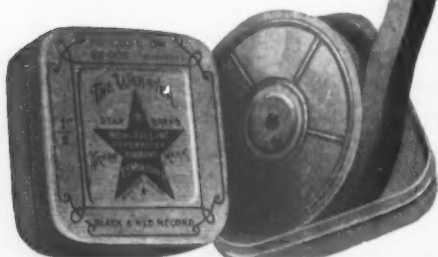
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he holds in his hands may be grown either in the fertile soil of his own State, or in another country, and the coffee which he sips may come from afar off. If he eschews coffee, preferring cocoa, it, too, may come from afar. The sugar with which he sweetens one or the other is a product that may indeed, also come from the far places. I have mentioned purposely only those things which are likely to be upon every table, however frugal; the more elaborate, the more countries and peoples drawn upon to satisfy the taste or the appetite. Certainly, the head of the household does not look upon those who have produced the meal as rivals! And the head of a firm does not look upon those who enable him to continue his business by supplying the raw material, as rivals. It may be said, however, that merchants engaged in the same line and in the same locality are competitors—but then a maxim comes to our aid that "competition is the life of trade," and a thing is a maxim because it states a general truth.

We live in an age of division of labor, and we are even passing that age to live in that of the division of profit to the benefit of industry. We can not well witness the success of our neighbor without a pang, if we ourselves are not successful. But it is not because our neighbor is our rival, and it is not because he is a competitor that we fail. We must admit perforce that there is a personal element in success—that there are personal qualities which render it easier, and there are personal defects which tend to prevent it. Introspection often dulls the edge of envy, and perhaps a study of the means whereby the success of the so-called rival is achieved would lead to success.

However, nothing can be more untrue than that "one man's failure is another man's gain." The misfortune of one is the misfortune of another; a calamity in one part of the world spreads, affecting industry and commerce, the manufacturer and workman even in a distant quarter. In an age which is slowly recovering from war, I hardly need to argue that war is the greatest of calamities so far as business is concerned. At best, it only calls into being an abnormal state of affairs. It demands incessantly certain things, and to produce them everything else is sacrificed. It benefits the few at the expense of the many. It brings prosperity to some, but the branches of industry and commerce not contributing to the immediate needs of war are neglected; and business suffers. During the continuance of the war the industry and commerce of peace fall off, or at any rate, they do not hold their own, and all branches of industry and of commerce dependent upon the raw material not required for war suffer.

As we live in an age of business—in an industrial and commercial age—war is not only the enemy of peace, but of peaceful development, and more specifically of that business which can only thrive or best survive in an atmosphere of peace.

These statements certainly belong to the category of self-evident truths; they carry conviction without illustration, but let me give you an illustration or two. An essential element of business is certainty. To meet the market, the manufacturer must have a definite idea of the market which he is trying to supply. If he manufactures on too large a scale, he may be the loser; and he assuredly will be, unless he is able to dispose of his surplus wares. If he can not dispose of them at home, he must seek a foreign market. He is not a free agent in this matter; he can not choose, for he can not reach foreign countries at his pleasure. During a war belligerents have a way of visiting and searching vessels upon the high seas, taking them into port to examine their cargoes more carefully and at leisure. The opportunity for disposing of his wares may be lost; at any rate, the venture is interfered with and an element of uncertainty has entered which he could neither predict nor control. The home market may not offer relief—the foreign market is closed or uncertain, and the element of certainty will only make its reappearance with peace.

I WOULD like to draw some conclusions from these elementary observations. When nations are at loggerheads, they put themselves upon a war footing, and they organize for war. The world is only in a lesser degree organized for war. This was not necessarily so in the past. The effects of a war, unless it was very large and of long duration, were local in comparison. The Wars of the French Revolution and of the Empire affected Europe, and they affected the United States even before they were drawn into the war with England in 1812. Necessarily, all America was affected, because at that time every foot of American soil, with the exception of the United States, was a colonial possession of one or other of the European countries. Africa was an unknown continent; Japan and China were as yet living in isolation. The result was a world war, and the effects of the war were world-wide. During the course of the succeeding century, there were wars, but they were local in the sense that they were confined at least to a continent, and usually to a small portion of it. We had about forgotten what a world war was, and the ruin

which it involved of industry and commerce of a peaceful nature. We were reminded by bitter experience. If industry is to flourish, and if it is to contribute to the needs, and therefore the well-being and, we hope, the happiness—at least the material comfort—of all, the world must be put upon a peace footing, or rather kept upon a peace footing; it must always be organized for peace.

In other words, there must be some way of settling disputes which are bound to arise between nations because of different and often jarring interests. Their real interests are not opposed, because they are the interests of peace. We cannot hope to prevent disputes between nations any more than we can dream of preventing them between individuals within one and the same country. There was a time when these disputes were settled by force. That time has passed. We go to the law court if we must, not to the duelling field. In the United States force has long ceased to be a settlement of disputes arising out of business. The duel, the last remnant of private combat, was reserved for questions of honor, and with the death of Alexander Hamilton in 1814, duelling joined the other discarded forms of barbarism.

Internal organization has been brought about which has prevented the resort to private war, that is to say, war between individuals. Organization has been devised to prevent war between States—I refer specifically to the States of the American Union—and therefore organization can be devised between nations which will prevent a resort to force for the settlement of disputes between and among them. If private war still existed between individuals, we would not be justified in predicting that it may not exist between States. If war between States had not been replaced by a method of peaceful settlement, we might be doubtful if war between nations could be renounced.

Two steps toward the solution of the problem have been taken; the third—difficult as it may seem—is easier, because of the other two. The abolition of private warfare between individuals has accustomed them to the peaceful settlement of all their disputes. Therefore they have a habit of mind which if properly directed will point the way to the unsolved problem. The settlement of all classes of disputes of the States of the American Union by the Supreme Court has created a habit on the part of the States for judicial settlement in disputes between them. The very problem which confronts us as nations, has already been solved. I do not mean by this to say that the solution must necessarily be the same in the community of nations as it is in the

Union of the American States; but the difference between peaceful settlement between nations and States is less than that between the States of the American Union and the citizens of the States of this Union.

The first trunk of a tree which fell into the water showed that heavy bodies would float; the first trunk of a tree hollowed out and floated upon the water prophesied the ocean liners of today. The first settlement of disputes between individuals by process of law; the first settlement of disputes between States of the American Union by resort to a court of their creation, were prophecies of the peaceful settlement of the disputes of nations in a court, or courts, of their creation. Add to this that the individuals settling their disputes through courts of justice compose the States of the American Union, and, on the other hand, that the citizens or subjects of the different nations likewise settle their disputes within national lines by resort to courts of justice. The conclusion is, therefore, inevitable, unescapable, that as disputes between States of the American Union are submitted to a court, disputes of nations will likewise be submitted to a court. The demonstration is in process. The existence of the Permanent Court of International Justice at The Hague is the culmination of the development extending through the centuries, just as the ocean liner is the ultimate development of centuries from the hollowed log of our primitive ancestors.

The organization which I have in mind can not be brought about by mere resolution. If it were, it could not be kept by mere resolution. The men who do the world's work must recognize that it can only be done in peace, in a spirit of peace, and there must, therefore, be some way of settling in peace, the disputes which arise between nations, without disturbing peace.

Judicial settlement is the culmination of the process of peaceful settlement. It is not the beginning of the process. And in between the beginning and the culmination there is an infinite series of little steps, all being remedies, leaving, as in our daily life, the law court, to which resort is to be had when other methods have failed to produce adjustment.

Without using the hackneyed illustration of the conflict between labor and capital, and the insistence of the community that these disputes be settled without force and compulsion, and without threatened demoralization of the community, the disputes between nations can be settled without convulsing the community of nations, for whatever it may have been in the past, in our day and generation nations are inter-dependent to such a degree that their enlightened interests should not



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permit them to stand idly by, as it were, until the nations disturbing the peace of the international community should be minded to patch up their quarrel and allow the world to resume its normal, peaceful course.

The first step toward this consummation, which is indeed most devoutly to be desired—and industrially desired—is to want peace; and if there be the desire, the way will be found. The ways are many, and indeed they should be, to meet new and changing conditions. But the one unchangeable thing is the desire for peace; and when that desire makes itself felt in all parts of the world, it can not be doubted that it will have its way.

As the present purpose is general, the illustration will be general:—a word of good advice, good offices of others, mediation, often bring about a solution of a difficulty. If the dispute be one of fact, it must be a very stubborn dispute which can withstand an impartial investigation of the facts by all three of the parties in interest: the disputants and the world at large.

With these simple remedies the disputes between labor and capital have made us all familiar, and these same disputes have made us familiar with arbitration. The nations likewise for a century or more have been familiar with this means of avoiding war, and it has always brought forth good fruits, because it is more in the interest of the nations to have their disputes settled without going to war than to have them settled according to the desires of either of the disputants. This they realize, if not today, on the morrow.

The world at large realizes it without delay. We can only have resort to a court of justice where law, known in advance by all of the litigants is to be administered by judges without interest in the cause, and whose only interest is justice. This, of course, requires rules of law. We have them in every country. The need of the world is to have them between nations. They are coming into being. They will take the form and shape to meet the world's needs; and the mere existence of an international court, or international courts, will decide many cases without even a resort to the judges, as we know from our every-day experience. Therefore,

two things we must have, and we have everything: one is the desire for peace which can only be made general by the long and slow process of education; and general rules of law based upon principles of justice, to realize this desire when it has become universal. But if the desire is to prevail, it must be the desire not of the few, but of the many; not of a class, but of all.

I have ventured to speak of friendship as the life of business, because it seems to me impossible for people at "outs" with one another to do business; and I am clearly justified in maintaining that friendship is the life, indeed, I would rather say the animating breath, of peace. I advocate friendship, not merely because it is a good thing for business, a good thing for peace, but because it is right in itself, as well as leading to a desirable end. The testimony of the worldly wise is to the same effect. Sancho Panza, who tried to save his lord and master from mishap, assured him that more flies were to be caught with honey than with vinegar; and Washington Irving has said, "I have always had an opinion that much good might be done by keeping mankind in good humor with one another." I look at both of these statements very much in the same way that I look upon Honesty as "the best policy." I do not advocate honey because it catches flies, nor do I advocate keeping mankind in good humor simply that much good may be done. These things are right in themselves, and it is no objection to honesty, or to good humor, or to honey, that they produce desirable results.

The Rotary Club has a mission, and because of this mission, I have ventured to prepare this paper in terms of its mission. I have noticed your emblem, the Rotary wheel, and your motto, "Service above Self," "He profits most who serves best." I would venture to say, "Service not against one's country, but above one's self," and "He profits most who serves others best." I doubt if service is worth while if we only serve ourselves; and I doubt the profit which comes from service of self. Fortunately, in serving others we serve ourselves; and the greater the service to others, the greater our profit, the greater our happiness.

THE WAY OF ROTARY

By W. Earle Dye

*Rotary's the way of men
That work together,
That look on life
In stormy weather,
That take the sun,*

*And take the storm—
They learn to live
And live to serve,
And see much good
In one another.*

A Correction

IN the April Number we published an etching of President Calvin Coolidge over a caption stating that he is an honorary member of the Rotary Club of Washington, D. C. The caption was wrong—President Coolidge is an honorary member of the Rotary Club of White River Junction, Vermont, and has never been elected to honorary membership in any other Rotary club. The editors regret that the mistake occurred, and take this opportunity of thanking those who pointed out the necessity for a correction.

With Rod and Transit

(Continued from page 25)

greatest civilizer. And just as the individual engineer, laying out the route of a railroad through an uninhabited and unknown region, is followed by the opening up of new sources of public wealth, so the profession of engineering, always advancing into the unknown, preceding every movement for good and destroying the forces of ignorance, is followed by civilization, education, industry, and all the blessings that attend them.

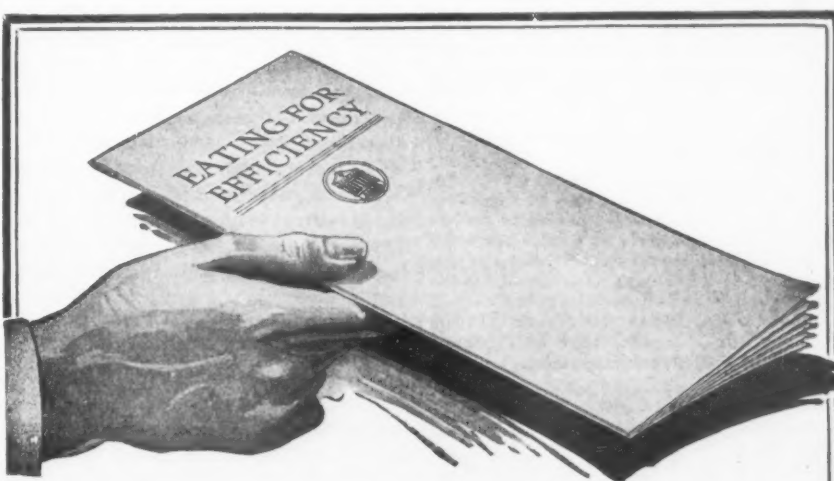
For a long time, men thought that pestilence was a punishment inflicted by God on society for its religious shortcomings, but the sanitary engineer showed that it was the physical consequence of filth and wretchedness, and that the proper mode of avoiding it was not by praying to the saints, but by insuring personal and municipal cleanliness.

The engineer transformed into a mansion the rude habitation, with its dirt and stone floors and ceilings dingy with soot and dirt, in which man had dwelt for centuries. He provided wooden floors, and replaced the beaten layers of straw with carpets; he provided glass, making possible the warming of apartments; he replaced the hole in the roof with chimneys that purified the smoky and sooty atmosphere of dwellings; he did away with the pit in the floor that had contained the fuel and which had to be covered with a lid when the curfew bell sounded, and thus made for man not only a home, but gave him one of the greatest blessings of the home, a cheerful fireside.

He introduced street-cleaning, paving, drainage, sewerage, garbage disposal, and improved methods of lighting, heating, and ventilating the home, and thus by degrees, through investigation, discovery, mechanical invention, and manufacturing improvements, the engineer brought about a complete change in the domestic and social life of the people, even to the extent of their clothing and diet. Even the rural districts, where from time immemorial the easily satisfied and rustic had gathered his small crop with the sickle and the rake, were forced to the recognition

of mechanical improvements, which gradually attained in the implements for plowing, sowing, cultivating, harvesting, and threshing, the perfection of our time, changing the farmer of former days into the business farmer of today, and making possible the immense wheat fields of the world, with all the industrial development of which they form the basis.

It is sufficient only to mention these achievements of the engineer; they effect the social and economic lives of all of us and all of us appreciate their practical results. The primary agency



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50 Pretty Paper Hats
50 Colored Balloons
50 Noisemakers
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that made them possible was steam, and with the practical application of this power the engineer became more than ever the world's greatest civilizer and history-maker. A little more than one hundred years before Christ, Hero, the Greek mathematician, invented a machine of a form that we would now call a reaction engine, which revolved by the agency of steam. This, the germ of one of the most important inventions ever made, was remembered as a mere curiosity for more than seventeen hundred years, and not until the middle of the Eighteenth Century were the properties there shown utilized for the benefit of the people.

The steam engine then became the drudge of civilization. It performed the work of many millions of men by replacing human and animal power by machinery. It gave to those who otherwise would have been condemned to a life of burdensome toil the opportunity for mental development. He who formerly labored might now think, and his thinking wrought a social revolution. The steam engine was applied first to simple and then to more complex and delicate purposes until it had created vast manufacturing establishments and changed the industrial life of nations. In its application, first to the navigation of rivers, and then to the navigation of the ocean, the power of steam multiplied many times the speed that had hitherto been attained. Instead of forty days being required for the passage, the Atlantic might now be crossed in five. In land transportation, this power has been even more strikingly displayed. The locomotive has enabled men to travel further in less than an hour than they formerly could have done in more than a day. The locomotive not only enlarged the field of human activity, but by diminishing space, it increased the capabilities of human life, and in the swift transportation of manufactured goods and agricultural products, it became the most effective incentive to human industry.

As industry developed and discoveries increased, scientific methods of investigation found uses for new and hitherto wasted materials, and endowed vague theories and misunderstood facts with vital powers. Thus, it was known for six hundred years before Christ that a piece of amber, when rubbed, would attract and then repel, light bodies, but it remained an isolated fact until sixteen hundred years after Christ. Then dealt with by the methods of mathematical discussion and experiment that engineering science had developed, and practical application made of the results, it was brought under control and now permits men to communicate instantaneously with each other across continents and under oceans. By effacing time and distance,

electricity has centralized the world and revolutionized statesmanship and political power. Engineering now progressed with great strides and as the engineer continued to learn how to convert the inert forces of nature into power in such form that it could be applied to industry, transportation, and communication, he produced new marvels that made him more than ever the history-maker of our day.

A LITTLE over one hundred years ago a decisive and historical battle was fought on Lake Erie which established the boundary line between the United States and Canada and in which the total tonnage of the combined fleets amounted to less than that of a single man-of-war of today. Yet through the engineering application of the inert force that lay in the earth in the form of oil, this modern steel-armored man-of-war might, in its turn, be destroyed in a moment by a comparatively insignificant antagonist in the air above or in the waters below. The same power that makes possible these implements of destruction has made possible the automobile of our day, which has promoted health, pleasure, industry, and the opening up to formerly inaccessible rural districts all the benefits that come from the construction of good roads and the improvement of educational facilities. But did the inventor of the steam engine, the discoverer of the properties of electricity, and the developer of the utilization of gasoline look for or collect a dollar-and-cents reward in proportion to their services to their fellowmen?

When six millions of Belgians were fighting famine and disease which threatened the extinction of a brave and industrious nation, an engineer "born with a streak of idealism" and with great executive ability, tackled the problem and solved it so thoroughly and so well that one of his colleagues wrote: "It's often been said that the American Commission is the hope of Belgium; revise that—it's Hoover, that's the hope of Belgium!" Belgium was saved by an engineer, using engineering methods. Was he paid, or did he look for, a monetary return of the value of the services rendered? Through the engineering application of the physical forces of nature, communities have been enabled to make safe their water and food supplies and their systems of drainage, and thus to contend with success against pestilence and communicable diseases, and in this work the sanitary engineer has rendered his service to mankind. In the work of sanitation carried out in Panama under General Gorgas and his engineering staff, working under disheartening difficulties, with the sacrifice of personal comfort and at the risk of their own lives, these men labored,

making the Isthmus a fit place for white men to live in, and thereby making possible the construction of the Canal, which means so much, not only to the country which built it, but to the entire world and to generations present and to come. Can money adequately pay for the services rendered by these engineers?

In the West we have seen the building of great dams in the fastnesses of the Sierras and the Rockies that safely store behind their broad and powerful backs vast volumes of water that had formerly run to waste; we have seen laid thousands of miles of ditches and pipes that have led this water to the thirsty soil, transforming deserts into rich agricultural districts, building cities and creating wealth. We have seen this water carried through shafts, where its power has been converted into useable electricity that is distributed over wires for miles and used for the benefit of industry. Have we fully paid for this service of the irrigation, the mechanical, and the electrical engineer? Think of the men who, through virgin forests and sandy deserts, through miasmatic swamps and rocky canyons, across rivers and over mountains, have carried, in all parts of the world, the steel bands that have opened up the dark places of the earth and made possible the spread of knowledge, industry, and commerce. Have these railroad engineers received the just rewards of their services?

Who has read Kipling's story of the "Bridge Builders," where that master writer has voiced the thoughts of the engineer as he views his work, without some feeling of inspiration:

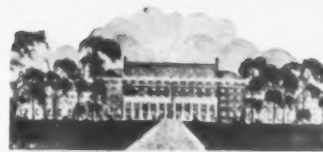
It was a long, long reverie, and it covered storm, sudden freshets, death in every manner and shape, violent and awful rage against red tape half frenzied a mind that knows it should be busy on other things; drought, sanitation, finance; birth, wedding, burial, and riot in the village of twenty warring castes; argument, expostulation, persuasion, and the blank despair that a man goes to bed upon. . . . Behind everything rose the black frame of the Kashi bridge—plate by plate, girder by girder, span by span—and each piece of it recalled Hitchcock, the all-around man, who had stood by his chief without failing him from the very first to this last.

AS we look at a great bridge and note the throngs that pass over it to and from their daily tasks, can we see in it just so many pounds of iron and steel suspended in mid-air? Can we see merely the embodiment of cold mathematical calculations? Can we say that the Bridge Engineer received payment in full in proportion to the services rendered?

Take one other branch of engineering—river and harbor improvement—and think what has been done for the people living in the Mississippi Valley in the opening up to safe and profitable navigation the mouth of the great

Father of Waters. For years James B. Eads labored and fought, removing mountains of obstacles, overcoming prejudices, malice, and ignorance. Was this great engineer who could say: "I undertake this work with faith based on the ever-constant ordinances of God Himself! and so certainly as He will spare my life and faculties for two years more, I will give to the Mississippi, through His grace and by the application of His laws, a deep, open, safe, and permanent outlet to the sea," rewarded in proportion to his services?

The work of the engineer is a work of service in which there is seldom a whisper of corruption, a service closely associated with religion and the furtherance of national and international good-will. The monks of the Twelfth Century who toiled patiently placing stone upon stone in the cathedrals and bridges which they erected, saw more clearly than do many of the present century the relation between paths of communication and the spread of religion. They saw and felt the greater the number of timber and stone ties with which they bound adjacent centuries together, the greater would become the number of spiritual ties, the further would recede the causes of war, the nearer would approach the day of "Peace on earth, good-will toward men." Towards this end the profession of engineering has always labored, and in our day, the engineer realizes, in the practice of his art of "directing the great sources of power in nature for the use and convenience of man," that in the laying of rails and the building of roads that bind together the various communities of the countries in which we live, the stretching of wires over which men can talk with each other, the laying of pipes for the supply of pure water, that he is not performing merely and only a commercial operation; he realizes that he is bringing prosperity and happiness, strength and vigor, where formerly existed poverty and misery, sickness and lethargy. He is building the ties that will ultimately bind the world together in one great family of nations. War, fanaticism, and ignorance have at times severed the ties which the engineer has been so long constructing, but for the severing of those ties of peace and good-will, education and civilization, the profession of engineering has never been responsible. The work of the engineer is a work of service; success in his work is the result of the will to do, to achieve, with little thought of the will to own; his reward is the satisfaction that comes from a work well done and a service well rendered. He is one of the world's natural Rotarians.



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Norfolk has a wonderful seashore resort at its front door—Virginia Beach, a resort that offered everything except the advantages of a modern resort hotel.

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THE HOTEL FINANCIALIST, a monthly journal devoted to the subject of community hotel finance, may help you solve your town's problems.

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Send for our catalog

McConnell Cotillon Works
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We Lie Alike

(Continued from page 23)

on getting a new car. Claims that the old rattletrap is as good as new. Sometimes he even convinces the salesman that there is some truth in the statement—and consequently the used-car market is a problem that seriously threatens the automotive business.

"Boasting," he continued staring at me accusingly, "is merely another form of telling a lie. How many editors did you say were wiring you to hustle along masterpieces?"

"Er—er—five," I said thickly.

"That's better," he acknowledged with a nod of satisfaction. "All of us boast more or less and a boaster is ever a liar. Briggs made some mighty clever cartoons on the subject. 'Me and Mine'—remember them?"

I nodded. "But," I asked, "Isn't it possible for a man to do a day's business without telling a lie?"

"Possible but highly improbable," he said in answer. "A customer or a client may call one's attention to some pet hobby of his—a blooded dog, maybe; or he may raise peonies—the lowest form of flower in all the world in my humble opinion. He asks my opinion on the dog or the flower or the whatnot. Do I frankly tell him I'm not interested or that his choice is unfortunate and in poor taste? Not if I value his business! Neither do I refrain from comment. I lie, deliberately and tactfully and I praise his hobby, his choice and his good taste. And I get and keep his business and he esteems me as a person of rare discrimination. And so it is with the butcher, the baker, the candlestick-maker, the dentist, the druggist and the taxicab driver; we play the game and toss hither and yon a choice assortment of happiness-breeding lies and half-truths. Otherwise civilization would reel on its throne.

"Understand I am of the opinion that lies are dangerous and not at all ethical; but what I am getting at is that they are necessary if one desires to get through life smoothly. A comedy was once written about the serious circumstances that would prevail if a business man told the truth, the whole truth and nothing but the truth for a few days. Say, that chap got himself into all sort of difficulties and he nearly lost his friends and his fiancée."

"I remember it," I agreed. "Well, well, old fellow, I certainly have enjoyed this little talk. Must be rushing along now. Plenty of work staring me in the face. Rushed, if you know what I mean. Three editors are keeping the wires hot asking for feature stuff. Sorry and all that sort of thing; I'd

like to stay and hear more of this investigation but I haven't the time."

HE leaned forward in his chair and deftly removed from my vest pocket a pencil I had absent-mindedly picked up in the heat of the discussion.

"Now, why not let both of these editors wait a while?" he pleaded. "I'd like to show you some special and particular data in regard to lies that I haven't touched on as yet. For example, in the real-estate and insurance business, alone, we find that the average salesman tells on the average of —"

"Really!" I protested. "I must be pushing along. Can't keep an editor waiting you know, especially after he has sent you a wire. I'd like to stay; honestly, I would. But I must get that article out."

At the door he laid a detaining hand on my shoulder. "Listen," he whispered, "I haven't told you the really high points of this investigation. Wait just a moment! I want to tell you what we discovered about untruths in the advertising field, at the marriage-license bureaus. And you'll be astounded when I spring the real facts in the building trades as it pertains to contractors. And what I can tell you about summer-resort advertising. And fishermen! Say, out in Michigan —"

I cast off the detaining hand. "I'm going," I said firmly. "I must go. I have work to do. I have an idea for an article that I want to whip into shape while it is fresh."

"I'm real sorry to see you go," he said genially. "Very sorry. By the way whom are you writing this article for?"

"For THE ROTARIAN," I answered promptly.

"Think they'll take it?" he asked anxiously following me down the hall to the elevator.

"I'm sure of it," I said confidently, poking the bell button.

"There's a certain term they use in golf," he said irrelevantly. "It should be used in a coat of arms worn by every business man."

"What is it?" I asked just as the elevator boy slammed the door.

I don't know much about golf. I've asked a number of golf fiends and so far I've garnered no information worth while. The other day I put the matter seriously before a friend of mine, a golf widow whose intelligence I rate highly.

"That's easy," she said brightly. "The phrase is 'We lie alike.'"

Unusual Stories of Unusual Men

(Continued from page 27)

For his graduation he returned to El Dorado as manager of the El Dorado Republican for Senator T. B. Murdock. It was from El Dorado that he went to Kansas City and at twenty-four became an editorial writer on the Kansas City Star. He served in this capacity for three years, during which period he married Miss Sallie Lindsay, a Kansas City teacher.

He has written several books. The first was "The Real Issue," published in 1896. Others include "A Certain Rich Man," "God's Puppets," "In the Heart of a Fool," and his most recent work "Woodrow Wilson." White talks in the same general style as he writes, or better, he writes much as he talks. His flashing wit, usually satirical, scintillates in conversation in the same fashion that his trenchant pen records. Behind either the spoken or the written word is always the honest, fearless, big-hearted Bill White. His frankness is impressive albeit at times disconcerting. It spares none, not even those closest to him.

His philosophy of life is that of happiness. He squeezes sixty seconds' worth of fun out of every minute of every day. He discounts heavily the cynicism of his fellows, for to Bill White the world is nearer the millenium, by far, than it is to the demnition bow-wows.

Questions on Picture of Accident

1. What was the time of the accident?
2. In what year did it occur?
3. Where did it happen?
4. What was the collision between?
5. Did the taxi run into the limousine or did the limousine run into the taxi?
6. What was the name of the taxicab?
7. What was the telephone number on the windshield of the taxicab?
8. Was the limousine light or dark colored?
9. Were the front wheels of limousine damaged?
10. Was the glass in the limousine shattered?
11. Was there a passenger in the taxicab?
12. Where was the taxicab driver?
13. Where was the driver of the limousine?
14. Were there any passengers in the limousine?
15. What was the name of the clothier in the picture?
16. Was there a flag in the picture?
17. What was the name on the ambulance?
18. Was it summer or winter?
19. How many policemen did you see?
20. Was there a mail-box in the picture?

21. What was the license number of the cab?
22. What was the license number of the limousine?
23. Was the cab driver dressed in a light or a dark suit?
24. Was he wearing a hat or a cap?
25. Was it raining?
26. How many light globes were on the lamp post?
27. Was there a traffic sign in the picture?
28. Was the driver of the ambulance in his seat?
29. Was the victim of the accident on a stretcher?
30. How many stretcher bearers were there?
31. Was there a trolley car in the picture?
32. On what street was it running?
33. Was the taxi driver knock-kneed?
34. Name the hotels in the picture.
35. Was there a theatre in the picture?
36. What play was running?
37. Who was the star?
38. Was there a flour advertisement in the picture?
39. What brand of tires was advertised?
40. What brand of collar was advertised?



On request, we will send any golfer a copy of the Burke Catalog, illustrating and describing the complete Burke line of golf equipment.

Those extra twenty yards from the tee

THE long putt may be cash in the bank—but the long drive is at least a promise to pay. Last season were you in front, or always struggling to "get up"?

Here are three drivers we recommend . . . each occupying a different niche in golf.

First, the *Burke Golfrite* for long hitters. It sells at \$15.00. Worth it. The shafting is absolutely perfect, one hickory dowel in a thousand. Special aluminum back to give equal distribution of weight. Face of red fibre held with white ivory pegs. Front of sole protected. Bulger face (counter-acting slicing or hooking tendencies) or straight face.

Next, the *Burke Autograph*—offers the greatest value in a moderately priced club. Medium large head, face broad and deep, with a slight bulge. Not extreme in any dimension, but it packs a terrific wallop.

Then the familiar *Burke Grand Prize*. A popular model at a popular price. Large, wide head, extremely deep face, medium lie. Known the world over for its confidence-building and distance-getting powers.

Get one of these new *Burke Drivers*—from your pro, or sporting goods store—if you wish "new life" for your tee shots.

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The *Golfrite Woods*, made in driver, brassie and spoon. Right or left hand. Steel or hickory shafting.
Price, \$15

The *Autograph Woods*, made in driver, brassie and spoon. Right or left hand. Steel or hickory shafting.
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Grand Prize Woods are made in many models and all types.
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New Invention Aids Thousands

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They send it entirely at their own expense and risk. They are making this extraordinary offer well knowing that the magic of this little instrument will so amaze and delight the user that the chances of its being returned are very slight. Thousands have already accepted this offer and report most gratifying results. There's no longer any need that you should endure the mental and physical strain which comes from a constant effort to hear. Now you can mingle with your friends without that feeling of sensitiveness from which all deaf persons suffer. Now you can take your place in the social and business world to which your talents entitle you and from which your affliction has, in a measure, excluded you. Just send your name and address to The Dictograph Products Corporation, Dept. 1301-R, 220 West 42nd St., New York, for descriptive literature and request blank.

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is to find the right man to represent you—

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Sleeve Band
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Pennant
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Ave.
Brooklyn, N. Y.

Down to the Sea in Ships

(Continued from page 17)

of their unfamiliarity with them and find it necessary to revert to the conventionalities as a relief from the conditions which they expected to discover as desirable.

All of us are familiar with the traveler who returns from abroad with large stores of what peoples have builded rather than an acquaintance with the peoples themselves. More often than not, he both regrets his failure to make contact with foreigners, and blames them as responsible for it. There is no special gift in making one's self at home almost anywhere if he travels with the idea of making himself acceptable through courtesy and a willingness to fit in with what is considered proper in foreign communities. Their standards may be just as desirable as his own, only different. When this is so, he can best educate himself by playing the student instead of critic, for after all, travel is but a way of going to school.

The periodic literature of the day is always well burdened with foreign impressions most of which are furnished by travelers of the hit-and-miss sort who rush into countries without any previous knowledge of them, and rush out and home as soon as they have recorded a few fantastic ideas, or spent all of their money. If these impressions were read off as such instead of being swallowed whole by the public at large as authoritative, the effect would be vastly different than it is. Most of these impressionists are sincere enough from personal standpoints, but the effect is the same in that their errors and misinterpretations constantly endanger international peace and good will.

It requires a better kind of education, and a larger degree of patience than lots of us have, to understand our own kind even fairly well, hence the mental equipment for journeys abroad must include many determinations which are much of the time lacking in our domestic relations and considerations. These have to do with international traffic highways, diplomacy matters, racial problems, social, religious, and political affairs of world extent, and a sense of justice which prevails when one's own personal interests or material properties are at stake.

Fortunately there is an increasing tendency to record and utilize the more judicious kinds of interpretation sought by those planning to travel. This secures their time and effort investments, and yields returns which further judicious interpretation itself. The advancement of understanding, goodwill, and international peace depends

largely on such furtherance, and those who are parties to it, render a large service indeed. Trade relations with all the service benefits incidental to them, always follow as a matter of course.

The old school had few if any ideas relative to training men to do business. Most of them learned business by doing it as it had always been done, and the struggles to get established and become successful made it little more than a purely personal affair. Hence business was business, and service ideas and ideals—secondary. Our present Commerce and Industry schools are exponents of the new day wherein thousands of our people, young and old, are being trained to make the service motive fundamental to all human activities.

The reactions of these schools are everywhere apparent in travel currents, and one is constantly inspired by those who at first meeting appear to journey for pleasure's sake, yet manifest deep and enthusiastic interest in the larger things of life as applied to the nations of the earth.

THIS is especially noticeable when one takes into account the constantly increasing number of international conferences and gatherings of various kinds as a participant or follower of what takes place within their circles. A considerable portion of the modern travel current is due to this thing; pilgrimages of every kind having something of international content to justify them. Travelers who start out with no such preparation or motives as this new situation indicates, are constantly won over to it, and many of the greatest workers for the advancement of worldwide understanding and good will are men and women who had no thought of so becoming when they first attempted to get beyond their home confines.

To the novice in international affairs, a gathering composed of people from all quarters is quite unique, and he is often inclined to let it go at that. If he stays with it long enough, its deeper significance is soon obvious and he invariably becomes a world acquaintance and service convert. The beneficial effects of such gatherings are quickly evident in places far removed from those where they are held, and one of the greatest pleasures of life is to note what has been accomplished by people who have absorbed the purpose and content of, and made prompt use of them, when one's travels carry him to these places.

Any kind of travel is valuable if the traveler is well prepared mentally and spiritually to make contributions to the

world which serves him while abroad. Those who lament because everybody seems to be on the go, are preplexed only because they are not a part of what spells the advance of all these things which I have herein discussed. The present travel flood is a far higher type of crusade than we have commonly recognized, and if international understanding and peace do have some setbacks along the way, nothing can prevent their ultimate triumph. There are

some unfavorable aspects, but these have been present in all great movements, and it ill graces the thought and speech of straight-thinking men to give them undue attention at any time.

Let travel increase; what better thing can man do than to better serve the common good through a finer sense of his responsibilities to mankind and a determination to serve with impartiality and love.

The Tools of Our Industry

(Continued from page 19)

sometimes more, at other times less, with the old Spanish system, with some English measures and with the native measures, forming a heterogenous conglomerate, which can be classified as a third system, peculiar to each country."

The three cardinal necessities for human existence are food, shelter, and clothing. The third one is taken care of by the textile industry. At the World Cotton Conference held early in 1921 at Manchester, England, the following resolution was passed:

Recognizing the fact that the English system of weights and measures is in use in nearly all textile-producing countries, and that the English "pound" and "yard" are closely identified with the industry as a standard, the Committee registered a protest against the compulsory introduction of any other system of measurements.

The resolution was endorsed by the Committees of Growers, Ginners, Spinners, Manufacturers, Converters, Banking and Transportation and adopted without a dissenting vote by delegates representing nearly every textile-producing country, metric and non-metric. The most emphatic supporters were the delegates from France and Germany.

Having thus very briefly sketched conditions abroad, though much more could be said if space permitted, we may ask: What is the status of the metric system in America? We find that prior to the Act of 1866 passed by Congress there was one legal system of weights and measures in the United States—The English. The Act of 1866 legalized the use of the metric system, thereby creating two legal systems. The avowed purpose of this Act was to establish and promote, under legal sanction, a wide and ever-increasing voluntary use of the metric system based upon its supposed merits. Voluntary adoption signally failed. Disappointed at the results but taking advantage of the legally entrenched position of the metric system the metric party organized for more aggressive action and is now conducting an American-wide campaign against the English system and for the compulsory substitution of the metric as the exclusive legal system.

The origin of the metric system dates back to the French Revolution. It was in 1790 that the National Assembly appointed a committee to consider the suitability of adopting an unchangeable basic unit of length found in nature to which reference could be had at any time.

The committee chose the quadrant of

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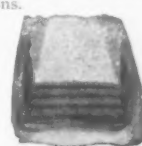
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the meridian passing through Paris and in 1795 a committee was appointed to devise a system of weights and measures based on the meter as the 10-millionth part of one quarter of the meridian. It was in 1799 that the report establishing the length of the meter was made. On December 10 of the same year a law was passed by the Assembly accepting the length of the meter so established. Its use was made compulsory in 1801.

Later it was discovered that a circle on the earth's surface (meridian) passing through the poles is not a "constant" and that furthermore an error was made in estimating the length of the quadrant. Thus the meter is a mere arbitrary unit of length and in this respect holds no advantage over the yard which is also an arbitrary unit.

Imbued with hatred for existing conditions and habits the lawmakers of the French Revolution decided to wipe them out, erecting in their place new principles and rules. Thus it was that discarding the experience of centuries everything was decimalized or based on the factor 10. The calendar was changed and the subdivisions of the day. Even a radical change in dress was advocated by the so-called "Sans culottes." The Russian revolution in our day has shown the same tendencies. The metric advocate, now with us, in his denunciation of our English system exhibits similar characteristics. After a while former conditions were restored in France. The new calendar was relaced by the former one and again the day became 24 hours long. Once more the circle was divided into 360 degrees, although the metric system demanded its division into 400 degrees. The metric system even came into disuse in 1812, the use of former measures being again permitted. The Emperor Napoleon was outspoken in his opposition to this system, which however in 1837 was again made compulsory.

IN the days of the committee entrusted by the National Assembly with the task of devising a new system of Weights and Measures, industry, as we understand the term today, was not even in its infancy. It is, therefore, understandable that the scientists forming the committee evolved a system particularly suited to their own needs. Thus this system was not constructed so much for taking measurements as for figuring measurements.

Devised in this manner the system presents an artificial and rigid structure incapable of modification to suit changing conditions, but rather requiring conditions to adopt themselves to its use. It is therefore, devoid of the

English system's handiness and convenience. This fact is of far greater importance than appears from casual consideration. To fully appreciate it one must have had extensive factory experience.

The inter-relation of the metric units based on a liter of pure distilled water at a certain temperature weighing one kilogram is not sufficiently accurate for scientific purposes and in the ordinary affairs of life is of no particular importance or value, because in ascertaining the weight of a commodity from the volume occupied or vice-versa we are obliged to take into account its specific gravity, a value differing for all substances, solid, liquid, or gaseous.

Having called attention to weight and measure conditions in metric countries, explained the legal status of the metric system in the United States and briefly sketched the origin of the two systems, we may well ask ourselves the question: Why did voluntary metric adoption fail?

Aside from economic and other considerations, which will be mentioned later, some of the reasons are given here.

In comparing the metric units with something with which we are familiar—the English units—we are at once confronted by the fact that the two systems are incommensurable, i. e., the units of one cannot be expressed in definite quantities of the other. For example, the yard equals 0.9144018 meters—the decimals could be carried out indefinitely. The quart equals 0.946333 liters and the pound equals 0.453592 kilograms.

The inch and the foot are used much more extensively than the yard. In the metric system we look in vain for similar handy units. The inch equals 25.40065 millimeters and the foot 304.8006 millimeters. To express a multiple of either inch or foot we are confronted by calculations and find ourselves saddled with an indefinite row of decimals.

A comparison of units in the two systems will show us at once that metric units are either too large or too small to fit our requirements. The millimeter, the one-thousandth part of the meter, is too small a dimension to replace the inch and most of its subdivisions. Carpenters and masons in Belgium, for instance, prefer their own old-fashioned inch. Again the millimeter is too large a unit where a certain amount of accuracy is demanded. Even abroad, the kilogram in the retail trade is considered too large. Consequently the habit has been formed to call the half-kilogram, the pound. Half and quarter pounds are called for, showing the tendency to binary divi-

as being more readily visualized than decimal divisions.

With the exception of the word "gallon" all our units are expressed in words of one syllable, all integral parts of our English language. The substitution for these by foreign multiple syllable words with Latin and Greek prefixes unintelligible to the average individual and difficult to easily distinguish from each other, tends to confusion and error. To this is added the mental effort to associate new values unrelated to those the English words stand for.

In the English system any given value has without exception one name only. It is therefore confusing to find that the following three expressions in the metric system—cubic meter, kiloliter and stere—all designate the same volume. Another example is the "c. c.," the cubic centimeter, a value extensively used by the laboratory chemist, which is also called the milliliter. The metric term "are" used to express an area of 100 square meters or one square decameter sounds strange when English is spoken. Its multiple is the hectare equal to 100 "are." Acceptance of the metric system implies the use of these terms which can hardly be used as an argument for its simplicity.

THE suggestion made that by simply adopting the three terms: "World yard," "World quart," and "World pound" to designate the metric terms of meter, liter, and half-kilogram we could put into operation the metric system in America and so overcome the objections made, is unthinkable, chimerical, and ridiculous. Our characteristic tendency for short cuts and abbreviations rebels at the use of a "two-word" term to designate a value expressible in one word. Therefore, the words yard, quart, and pound would each have two values, an absolutely impractical proposition, a source of error and fraud.

A change from one system to another means an indefinite transition period during which both systems are in use. Even in France this period, after nearly 90 years, has not passed. In our schools more—not less—time will be required to teach not only both systems but also the respective relation each unit in one system bears to the corresponding unit in the other.

Strong as these objections are there are others much more formidable. The question of changing in America from the English system, under which we enjoy uniformity, to the metric system presents a grave economic aspect, not as it is claimed a merely academic one.

To begin with, compulsory introduction of the metric system would at once impose on us a dual system and so destroy uniformity. We would have

complexity and increased cost as a consequence. For we must remember that we shall get not what is promised us and what some think we shall get but what others have gotten as is clearly shown by the experience of metric countries mentioned elsewhere.

This becomes evident when we remember that every man, woman and child is affected by the change. Usage and habits ingrained through a familiarity extending over centuries will not yield to laws the compulsory feature of which is bound to be resented. But to this must be added a cost staggering in the aggregate. Only a tape measure and a kitchen scale may be in evidence in the average household, but both are

useless if the change is to be made. Multiplying the cost of these two articles, insignificant in themselves, by only one-half the households of the United States with its 110 million of population, we reach a figure of many millions of dollars. Such an expense would be a complete monetary loss because contributing nothing of value to the home.

Every artisan is familiar with and uses measuring tools and in nearly every case they are his own personal property. They are graduated to our customary English system and cannot be regraduated to the metric system. A change in systems therefore means a replacement of the present tools by a new set. From the mason and carpenter

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ter whose measuring equipment may consist of only a two- or four-foot rule to the highly skilled mechanic and tool-maker whose tool chest contains a large assortment of devices, this replacement cost will run from 50 cents to over \$150.00. Based on statistical information a conservative estimate shows the cost of a change to the artisan to be roughly \$30,000,000.

Such a change implies the education of the whole population to the use of the new system. The re-writing of our technical literature, the re-writing of catalogs, and the re-pricing of all goods are other items the cost of which in the last analysis will have to be borne by the individual consumer.

The strides industry has made since the Civil War are well known and need not be enlarged upon here. Today the two greatest industrial and trading nations in the world are the United States and Great Britain and the achievements of both, as everybody knows, are and have been based on the English system. One of the important factors in our highly specialized industrial fields has been standardization, beginning with the raw material and extending throughout the various processes to the finished product. To upset such a smooth-working structure erected through years of labor with millions of capital would mean to abandon the advantages we have painstakingly gained. On this proposition the verdict of industry is emphatic. The steel industry, the railroads, the ship-building industry, the automotive industry, the metal trades, the lumber industry, the building trades, the textile industry, the retail trade, the farming industry and many others are all opposed to metric compulsion. Of the above the metal trades have most carefully figured in detail the cost to them such a change would mean. It was found that the cost per worker employed would exceed \$200. A statement giving detail figures on this subject was published some time ago by the Cleveland Chamber of Commerce. The Pittsburgh Chamber of Commerce on several occasions has also expressed itself emphatically on the subject.

The Navy Department at the hearings on the Ladd bill (to make the use of the Metric System compulsory) on October 26, 1921, at Washington presented its conclusions through Admiral Coontz, Chief, Bureau of Navigation. The Department went on record as opposed to the passage of this bill. On the same day at the same hearings the War Department officially represented by Colonel Tschappat took the same stand. In August, 1923, the U. S. Public Health Service, following the lead of the Medical Department of the Army, dropped the metric system from its specifications covering the purchase of

drugs and medical supplies for use in the marine hospitals and public health service.

At the meeting of the Chamber of Commerce of the United States in Cleveland, Ohio, on May 5, 1924, the councillors of the Chamber by a practically unanimous vote rejected the request made by Mr. Hildebrandt in a long speech as representative of the "World Metric Standardization Council" of San Francisco (simply another name for the "All America Standards Council") to have the question of the metric system made the subject of a referendum by the Chamber.

THE burden of the plea for compulsory metric adoption in Mr. Drury's article is "World Trade." He claims that unless America become metric it shall lose its trade with metric countries. Statistics show us that 48.2 per cent of the world's export trade is in the hands of the countries using the English system, 37.5 per cent comes from metric countries and the remaining 14.3 per cent from countries where neither system predominates. For the year 1919 the export trade of the United States was recorded as follows: 47.6 per cent to countries using the English system, 43.4 per cent to those using the metric system, and 9 per cent to all other countries.

In 1921, the editorial division, U. S. Bureau of Foreign and Domestic Commerce, made available some very significant figures covering American export trade. From this report the figures given are particularly pertinent because with 1920 there came to a close the first century of published American trade statistics. The value of American exports in 1820 was \$43,671,894, while in 1920 they reached the very respectable figure of \$8,080,818,455.

This tremendous growth of the foreign trade of America, with both metric and non-metric countries, indicates clearly that our present standards take care of themselves in the markets of the world. The writer's personal experience in European countries as sales-engineer for a well-known American concern bears out this statement. No sales were lost by reason of the goods and machines having been built on the English system. The controlling factors, aside from the superior excellency of the offerings, were tariff and credit conditions.

Metric advocates fully realize these conditions, because in the bill (S-100) they asked Congress to pass, they specifically exempt foreign trade from compulsory use of the metric system. (Section 3, paragraph 3.)

Adding to this foreign trade, America's much larger domestic trade, both local and inter-state, all conducted at present on our customary English sys-

tem, we begin to realize the tremendous importance of this system and begin to understand the attitude of industry and commerce. In the hands of our wealth-producing population a system of weights and measures is an important tool. To its handiness and convenience has been due the progress made. On its adaptability to our needs we have and are standardizing our requirements. Recently Secretary Hoover has given to standardization a renewed impetus as a means of reducing waste. The Division of Simplified Practice has already standardized on our customary system such commodities as: lumber, paper, paving bricks, face bricks, common brick, hollow building tile, metal lath, forged tools, bed blankets, builders' hardware, files, rasps, bedsteads

and mattresses, roofing slate, hotel chinaware, asbestos paper, range boilers, milk bottles, etc., etc. Other commodities such as steel shapes have been standard for years.

Today the great industrial nations are the United States and Great Britain, both of which have turned a deaf ear to the metric reformer. They will not and in fact cannot afford to scrap the tools which have shown the qualities so necessary for the rapid development they have made and on which their whole industrial structure is built. Such a change, even if it could be made, holds out no compensating advantages for the cost involved, the confusion created, and the burden of a dual system imposed for generations to come.

Elam Flock

(Continued from page 15)

Then one evening while Elam waited for him, he came home, staggering blindly and babbling of Gedge and of his fears through lips that reeked.

Elam put him to bed, caring for him gently, as though he were still a child. When he had fallen asleep, Elam found his cap and went out, closing the door softly behind him, and started for the town.

He found Gedge Halliday at last, among a gathering of his fellows. They were laughing at some rude jest; but they fell silent at the look on Elam's face.

Elam said no word but a blind rage seemed to seize him. His great arms flailed out and Gedge staggered beneath the blows, until he lay sobbing and grovelling in the muck of the stable yard.

Then, suddenly as it had come, Elam's anger left him. "You leave the boy be," he said, not ungently. "You leave him be," and without another word he strode away.

Gedge rose to his feet screaming imprecations at the retreating figure, until someone silenced him.

"You'd best close your face, Gedge. He's like to kill you if he tackles you again."

"I'll serve him out for this." The blustering words came through cracked lips.

But they only laughed. "You ain't looked at yourself," someone said. "Next time he'll sure kill you. He most did it this time."

From that night Gedge Halliday moved more carefully, but with an added venom in his heart. He would wait for the boy in lonely places on the road; calling him idiot and misbegotten, sully with his foul tongue all that the boy held dear, until he would strike

out in a wild and unreasoning passion. But because of his fears, no word of this came to Elam.

IT was growing dusk when Elam turned down the road to the valley. He had been to town for supplies, and had listened, for a while, to Herve Adams' dismal comments on the coming crop without thought of challenge, though his own crop was well enough. For a time, as he started home, the cheerful rattle of Herve's wagon followed him along the road, until he turned in at his own place at the top of the hill.

There was no light in the house as Elam stopped at the stoop to unload his packages. It did not surprise him, for the boy sat often by himself in the dusk. He drove to the barn and having put the horses away, returned to the house.

He had half expected to see the boy sitting by the window; but there was no one, and the stove was unlit. He called, but there was no answer, so he set himself to the task of lighting the stove and preparing the evening meal.

The boy had said something that morning about going to Adams' for some apple stencils. Elam had forgotten to mention it when he had seen Herve in town. The boy had probably stayed a while. He had done that more than once.

Elam finished his supper and washed and put away the few dishes. That done he pulled off his boots and sat with his grey-stockinged feet on the oven door. He lighted his pipe and puffed contentedly.

When he looked up he was surprised to see that it was nearly ten o'clock. He had not thought the time had gone so fast. The boy should have been



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home by this. Elam was vaguely troubled. He went out on the porch and stood listening; but there was no sound save a rustle in the grass as some frightened wild thing scurried away.

Elam went back into the house and pulled on his boots. He lighted a lantern and came out again and stood listening. It was black dark save where the lantern made a little circle of light. He waited a while, as though uncertain, and then stepped out slowly toward the road. The boy would not take the cliff path at night.

There was a heavy mist where the rickety bridge crossed the stream, and for all that the day had been warm, there was a chill in the air.

Elam halted uncertainly, a little out from his own gate. Where he stood it was clear and dark, a chill night without stars.

Then, suddenly, there came to him the sound of wildly galloping hoofs. The sound turned down the road from the right, and the other wall of the valley picked it up, until it seemed that ghostly horsemen were gathering in the mist.

The galloping horse leaped into the glare of the lantern, and its shoes struck fire, as its rider, with an oath, pulled it back on its haunches. He leaped from the saddle and came toward the light.

"Elam," he said in surprise. "What you doing here?"

Then his excitement overcame his surprise. "Gedge Halliday," he said, "Killed—murdered—back of the harness shop. They phoned me a quarter hour ago."

"What you doing here?" he said again, sharply. "You heard?"

But Elam only shook his head, stolidly; and Dave Slack, with a shrug of impatience threw himself again into the saddle. With a vicious cut on the horse's flanks he plunged into the mist, and Elam heard the ring of the hoofs as they struck the flooring of the bridge.

For a moment he stared dully after the retreating horseman, then a sudden wild panic seized him. There was a path that led down the side of the valley to the farm. The boy knew it—had come that way often. Elam turned, quickening his pace into a run. At his own laneway he swung sharply to the right. Vaulting the low fence with an unexpected agility, he lumbered across the furrowed ground of the orchard. Crossing another fence he plunged into the underbrush, heedless of the boughs that slashed across his face. Half way up the cliff his diagonal course brought him to the path. He followed its upward course, swinging the lantern low to catch the hint of fresh footprints. But there had been no rain of late, and the path was rocky, save where it crossed the open, and here the ground

was baked hard. He turned and retraced his steps, walking more slowly now, throwing the lantern beam to left and right.

THE boy lay on his back his eyes staring unseeingly. Across his face was a great weal where a lash had cut, and there was a froth of foam about his lips.

Elam swung the lantern on his arm, and stooping, gathered the boy in his arms. For all his strength, it was an effort. He stumbled blindly along, and the heavy wagon spoke, still clutched in the boy's hand, beat a tattoo on the trees as they passed.

At the stoop he laid his burden down and loosened the clinging fingers. Then he lifted him again and carried him up the ladder-like stair to his bed.

"Taint murder," he said, looking at the red weal on the boy's face, "anyone would a' done it."

He turned to the boy again, and straightened his feet on the bed so that he rested comfortably, and then went slowly down the stair.

He went out to the stoop and found the wagon spoke and brought it back into the house. Then stirring up the still-red coals of the fire, he fed them with kindling until they burst into flame, and laid the spoke carefully there; and watched while the flames leaped up and crackled on the dried wood. Then he lurched into a chair and sat thinking. The boy would be all right. He'd been like that before—not for a long time now—he'd be all right in the morning—wouldn't know—wouldn't remember anything. He was always that way.

He tried to think of some plan, but he was tired and his thoughts would not focus but turned, idly, on the occurrences of the night. Dave Slack had been surprised. Dave was a constable. They'd sent for him. That's what he'd said.

On a sudden his dull mind caught at one thought. "What are you doing here?" Dave had asked that. They'd be suspicious of anybody, now. They'd expect the man who did the killing to try to get away. There was a new sense of resolution in his heavy face as he rose. "Don't you fret yourself," he said, as though reaching back for remembered words. "Nobody's going to hurt him."

From the cupboard he took out pencil and paper and, seating himself at the table, he began to write, his stiff fingers making a great task of the simple words.

"Take care of yourself, lad," he wrote, his tongue moving with his slow fingers, "I have to go away. Take care of the cattle and the farm. They're yours till I come back."

He read the note over and over, then,

evidently satisfied, he put one end under the lantern so that it might not blow away.

He gathered some food in a bundle; and taking his heavy coat from the nail behind the door, he placed them on the table, ready. Then he went up the stair and listened to the boy's breathing. It had lost its stertorous sound and was the even breathing of tired sleep. He came quietly down the stair again and picked up his coat and parcel, then blowing out the lantern, he went out closing the door softly behind him.

The boy awoke with a feeling of nausea upon him. Under the foot of the blind, that Elam had carefully drawn, there was a streak of sunlight. It must be morning, then. He turned, wearily, listening for some sound from below, but all was stillness. He dressed with haste and went downstairs, looking around for Elam with heavy-lidded eyes. But there was no sign of him, nor was there any preparation for breakfast. He took down cups and saucers and placed them on the table. It was only then that he saw the note. He read it, and a shiver passed over his body. His head was throbbing so that he could scarcely think. It was plain that Elam had gone away. But why?

Perhaps Herve Adams would know. With the note in his hand he trudged up the steep path to Adams' farm.

Herve saw him coming. He had been standing by the house talking. The boy might have wondered at that. There was work aplenty, and Herve was not often idle. Herve came to meet him with excitement in his face.

"Heard the news?" he asked. "Gedge's killed."

The boy's face went ashen, and Herve caught at his shoulder to steady him. "What is it?" he asked. Then he saw the note and took it from the boy's limp hand and read it, then he read it again, more slowly. When he spoke it was to himself rather than to the boy. His voice was dull and toneless. "He weren't worth any good man getting into trouble for," he said, slowly. Then noticing the boy's stricken face, "You'd best stay here, lad," he said.

But the boy had turned and was running, stumblingly, down the path. Herve started to follow but thought better of it, and turned back, with a sigh. As he came to the familiar silence of the valley the boy quieted. Then the silence caught him. "Elam!" he called, "Elam!" His voice was wild with terror, but only a far-away echo answered him. He staggered to the house and flung himself into a chair, sobbing.

And Elam, hidden in some far fastness of the valley, looked out, with eager eyes, for any hint of pursuit. He would let himself be caught later, but

not yet awhile. He knew how the human heart warms to the chase. When he wished they would find him, but not before. There was a sense of excitement on him, but under the excitement there was dread. It was not for himself. His path was so clear that he never thought to question, but for the boy. No one had troubled him as yet. He had stolen back once to see when the night mists were on the valley, and all was peaceful there.

Then, swift as fire on sun-burnt grass the blow had fallen. There came to the valley farm heavy men with stern faces, and Dave Slack with him. They had questioned and threatened and brow-beaten the boy; but they got nothing from him, save that Elam was away. The letter he had burned, long since, and he did not mention it. They had left him then, with Dave Slack to watch him; and had taken a pair of Elam's boots and the boy's with them, and had driven away.

They came again at nightfall and their heavy boots made a great clatter on the stoop as they entered.

"Get your coat and hat, son," said the leader, in a rough but not unkindly voice, "You're coming with us."

"Boots filled those marks like a glove," he said to Slack. "See that broken bit on the heel? It was plain as print. The old 'un couldn't have worn those boots. The boy was there, that's sure, and no one else was. That makes it plain enough doesn't it?" He spoke sharply, as though in answer to Dave's frown of disbelief; and Dave could only nod.

ELAM came that night and found the place dark. There were carriage tracks by the door, and muddied marks of heavy boots on the stoop. He tried the door, softly, and it opened to his touch. He went inside and climbed the steep stair; but the boy was not there, and his coat and hat were gone.

Elam lighted a lantern and, going to the barn, fed and watered the stock; then he came back to the house. The clock had stopped, but he guessed that it would be about half-past nine. He was standing on the stoop when Dave Slack drove into the yard.

"That you, Elam?" he called, nervously, as he caught sight of the figure standing there.

"It's me," came Elam's toneless voice.

"They got him," Dave said, and then, to break the oppressive silence; "I'm sorry, Elam. I wouldn't 'a been mixed up in this if I could 'a helped. I was just coming to look after things here, a bit, until you got back."

Elam nodded. "It's mighty good of you," he said.

The air of the courtroom was hot and heavy. The day had droned

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along, wearily, with scarcely a touch of excitement for the scores that filled the dingy hall. They had stayed, through all those lagging hours, while those men from the city, led witness after witness over the familiar story of the crime, that had been worn thread-bare by much discussion. There had been a growing asperity as the lawyers led for any shadow of advantage; but that was over now. Even the judge leaned back more comfortably. The tired jurors, their minds befuddled by much questioning and cross-questioning, were grateful for any change.

It was all simple, as this man was telling it. They saw it now; those questions that had seemed so unimportant, shaped themselves in orderly sequence; and out of them Ann Merrill's boy stood forth a murderer. It was new to them. Even in the interminable discussions in Alf Emmett's store, it had borne, rather, the look of retribution. More than one juror stole a furtive look at the prisoner and saw him with new eyes. Even Elam sitting there, as he had sat all through the long hours of the day, with only the dock rail separating them, with his steady hand on the boy's hand, seemed, somehow, different. Only once he had left his place, when he had been called to the box. They remembered, now. He had been slow and hesitant, and guarded always. Even the lawyer, who had seemed so friendly with him, and with the boy, had grown impatient with his slow replies. In the picture this man was painting there seemed something sinister in this. Even Gedge Halliday seemed different from the man that they remembered—a man with weaknesses, no doubt, but not all bad; and he had been done to death.

Elam stirred where he sat. His lips moved, soundlessly. There was a dark flush on his cheek, but the rest of his face was white beneath the tan. His eyes searched the faces of the jurors, as though he might draw from them some hint of what they meant to do for the boy. But the boy, himself, did not move. His hand in Elam's hand, and his eyes on Elam's face, never wavered.

"Gentlemen of the jury," said the speaking voice, "this man was murdered in cold blood."

Elam was on his feet, but his hand did not leave that of the boy. There was a flame in his face. "It ain't right," he said, "It ain't right to talk that way."

There was a buzz of excitement, now, from the drowsy onlookers; and Arnold, the man whom Elam's money had brought to defend the boy, turned to him in surprise.

"Quiet, Elam!" he said. "You wait. It will be all right," and he pressed him back into his seat.

But Elam was on his feet again. "It

ain't right," he said, as though that were the only thought his mind could compass, "let me tell them."

"I'll tell them for you," Arnold said, soothingly.

"Let me tell them," Elam's free hand was on the lawyer's sleeve, urgent, appealing. "Your honor," he called, straightening. "It ain't right, what this man's been saying. Won't you let me tell them right?" There was a sense of pleading in his voice.

"Mr. Arnold," the cool voice spoke from the bench. "I am anxious to give you every leeway in handling a difficult case, but I can't have two men addressing the jury. If you can't control this man, I will have to have him removed."

Arnold bowed, then turning he looked at Elam and saw the tortured eagerness of that tongueless man. Arnold was a young man, but he had gone far. Some quick sense in him had helped him more than once. It helped him now. He looked at Elam and at the strained, eager faces of the jury. He moved forward and leaned over the bench talking in quick emphatic words. The judge shook his head once or twice, raising a hand in protest, but the emphatic voice went on in tones too low to be overheard. The judge was frowning slightly, but he listened. Then in answer to some direct word he nodded. Arnold bowed, and returned to his place. He turned to Flock again, studying his face. "Tell them, Elam," he said, gently, "tell them, everything."

BACK in the crowd someone drew a sobbing breath. The boy looked up, startled, and his hand closed more tightly on Elam's hand. Elam rose still holding it.

There was a rustle of many moving feet, the creak of chairs as eager faces peered forward; and someone coughed, a dry, nervous cough. And then silence settled on the room, as though God had blotted out all life; and in that stillness Elam Flock's voice speaking, as God spoke once in the Garden.

"You got to see this, right," he said, "It ain't murder."

There was a timbre about that voice that spoke of a man strained to the last measure of endurance. His lips moved, soundlessly, as though clutching at some words that would not come. "If you're looking for a murderer," he said, "take me. I'd kill him now, if I could. I should a' killed him long ago."

The judge moved in his chair, looked down, and frowned.

It seemed to disturb Elam, for he hesitated and stopped, and could find no words again.

Arnold had a fleeting moment in which he questioned his own judgment. He glanced at Elam, impatiently; but what he saw in that strained face re-

assured him—If he could only find words.

"Tell them why, Elam," he said, gently, "tell them why."

Elam looked down and nodded, gratefully. He began to speak again, slowly and haltingly; dull words, without vividness or emotion, yet they picked out that dead man and stripped him bare, and left him, a loathsome thing, naked and festering. Yet it was the boy he spoke of, always; of his fears and his strange obsessions, and the bands that this evil man had wrapped about him to his fear and hurt. And those twelve men thought of that one, dead; and of others, like the boy, who might have come under his evil sway; and their faces were hard.

But Elam's voice had taken on a soft note. He was talking of Ann Merrill—of one night in the little cottage by the deserted grist mill. Through his dull words they saw her standing there, her wasted face offering a mute appeal. They heard her simple words: "Elam, I want to talk to you. Can you stay a little while"—and his heavy-voiced reply, "I c'n stay, long as you want."

There was a thrill in that dull voice repeating remembered words, as though they had just been spoken. It had a living power that reached out and touched those people sitting there. Fragile and pitiful she seemed to stand before them. "I don't want to leave him. He's so little and weak, and he needs so much care, and there's no one to care for him."

Elam lifted his head and faced them, unseeing. "There's me," he said.

"He must n't ever be neglected, must n't ever be frightened." They caught again the pitiful fierceness of that dead woman's voice. "He's not strong. He's not quite—not quite like other boys."

And Elam's heavy voice again, with that strange timbre in it: "No one will hurt him. No one will frighten him. I c'n look after him."

He looked up suddenly and caught the hint of familiar faces and flushed darkly. "I loved her," he said, "You c'n laugh if you've a mind to. I loved her, and I've never loved anyone else—just her and the boy. She didn't want me," he said, simply, "not ever."

Arnold, trained jury lawyer that he was, was not looking at the jury. He was gazing at that stolid man, standing there with a great light in his face, mouthing his heavy, halting words.

"I promised her." There was a ring of desperation in that speaking voice, "and I've got to keep my promise. I've

got to take care of him." He kept coming back to that again and again, "Nobody must hurt him, or make him afraid,—I promised."

"She'll be watching me," he said suddenly, "I've got to take care of him, somehow."

Arnold heard his own voice, yet strangely unlike his own incisive tones: "The defence rests, My Lord."

THE judge cleared his throat but save for that and the uneasy stirring of many feet, there was no sound. It was unusual—beyond all reason. He found no words for a moment, then all his long training came to his aid. He was not jury. He was judge. He gave his carefully fair summing up; not charging for the prisoner nor yet against him. But all the time he was conscious that the men, to whom he was talking, did not hear him. They sat watching him, sitting forward in their chairs, but he knew that his words were not touching them. "I've got to take care of him, somehow." It ran as an undertone to his own thoughts as he knew it must run in theirs. He brought his charge sharply to a close and sent them away. But he did not leave the bench; he had a feeling that they would not be long.

The judge was not an emotional man, but as they came again and ranged themselves in their places, his thoughts were elsewhere.

"Not Guilty!"

He came back sharply to the present, and to the training of long years; to all the carefully reared respect for law and order; to all that regard for clear thinking, and judgment free from bias. Then his face softened. "The prisoner is discharged," he said, brusquely.

Elam looked at Arnold with an unspoken question.

"Yes, you can go," Arnold smiled at him, "both of you," he added.

"I'm mighty grateful," Elam mumbled, slowly.

He stood there as if dazed with the boy's hand clutched in his. From the stifling heat of the courtroom, his tired eyes sought the cool freshness without. Through the open window he saw the lawn, soft and tree shaded and dappled with coming shadows. "Like the sod under the apple trees after Spring plowing," he said, "free of weeds. —Grass'll kill the weeds." His words were almost soundless. He looked down, and his hand tightened on the boy's. "Love's like grass," he said, "that way."

And Ann Merrill's boy looked up at him with adoring eyes.

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The attention of readers of THE ROTARIAN is invited to the fact that there are several other Rotary publications to which they might also like to become subscribers.

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So as you look over this number we believe you are going to be interested in what these men, who are on the program this month, are thinking and doing; what they discovered concerning various phases of Rotary and allied activities. You may find new incentives for community service, new ways of making present service more effective.

* * * * *

There is another feature about this "meeting" in the pages of your magazine. The attendance is unlimited. If you want a guest you can pass along your copy to a friend. Besides that, you can attend tonight or tomorrow or the day after. The speakers will wait for you—the pictures will still be there—the inspiration will be just as good. There is no set wave-length, and no set hour.

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Who's Who?—In This Number

James Brown Scott, who contributes the article on "Calling Names," was born in Kincardine, Ontario. He was formerly in academic work but later followed the legal profession, specializing in international law. He took his A. B. degree at Harvard and afterwards studied at Berlin, Heidelberg, and Paris. Besides holding office in various societies for the promotion of international law, editing a magazine on that subject, being a trustee of the Carnegie

foundation, and serving in two wars, he has found time to write several books on international relationships.

Arthur Melville is the nom de plume of a staff reader and writer who has been exploring "Gasoline Alley." He is an Englishman by birth, a Canadian by army service, and a cosmopolite by induction. When he is not preparing feature articles or satire, for various magazines he is writing verse as a hobby. He will cover the convention at Cleveland for THE ROTARIAN.

Joseph Lister Rutledge, associate editor of McLean's Magazine, is a graduate of Toronto University and has a flair for fiction. In "Elam Flock" he tells the story of a love that would not be denied by circumstance and a courage that dared the grim machinery of justice.

Vivian Carter, the ruddy-faced secretary of R. I. B. I., and editor of its magazine "Rotary," contributes the leading editorial this month. Secretary Carter was formerly with the London "Bystander" and served as a transport officer during the war, and has been a frequent contributor to THE ROTARIAN.

John W. Casto, Governor of the Fortieth Rotary District, is a native of Danville, Illinois. He took his A. B. at Penn College and his A. M. at Augustana College. Besides producing thirteen volumes of music, lecturing, and spending four seasons abroad, he is also an author, playwright, and musician.

C. C. Stutz, who discusses "The Tools of Our Industry," is secretary of the American Institute of Weights and Measures. His article gives the other side of the argument concerning the proposed introduction of the metric system.

Harwood Frost, who contributes "The Engineer" to our series on classifications, is a member of Chicago Rotary. He has a somewhat unusual classification himself, that of "material handling counsellor" which means that he tells you how to move whatever you want moved with the greatest efficiency.

In "We Lie Alike" Harry Botsford has departed somewhat from his specialty of business articles. But what he says is equally applicable in his own town of Titusville, Pennsylvania, or in the biggest city.

Walter Clare Martin, who frequently addresses service clubs and other organizations on business or social problems, has written what some have called a test of American patriotism in his "The Making of the Flag," printed in this number. Incidentally, it will help many in the United States who are arranging patriotic programs for Flag Day.

Eric G. Schroeder is a Rotarian of Denton, Texas, and director of journalism at Texas State College for Women. He and Mrs. Schroeder recently entertained William Allen White as their guest. Afterward Rotarian Schroeder wrote a sketch about his visitor for our "Unusual Stories of Unusual Men" page.



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